

# EXCHANGE PROGRAM

## LEARNING BY DOING



### 2 PROGRAMS

- Doing business in latin america
- Innovative business models

### 16 WEEKS

Academic Semester  
January- June, July- December

### CERTIFICATE

The student will receive an official transcript and a certificate of participation upon successfully completing and passing the courses included in the program.



# PROGRAM: DOING BUSINESS IN LATIN AMERICA



This program allows students to explore, understand, and experience the distinctive features of doing business in Latin America and how organizations create competitive advantages through experiential learning opportunities.

## PROGRAM OBJECTIVES

- Explore business opportunities in Latin America.
- Understand and apply negotiation concepts and skills.
- Participate in projects with real organizations.
- Strengthen business English and multicultural teamwork skills.

## REQUIREMENTS TO APPLY

- This program is designed for students with a background in economics and a strong interest in business.
- For courses taught in Spanish, non-native speakers must demonstrate B1 Spanish proficiency (CEFR).
- For courses taught in English, students must demonstrate B2 English proficiency (CEFR).

**CREDITS FOLLOW THE ACADEMIC SYSTEM OF PONTIFICIA UNIVERSIDAD JAVERIANA CALI, WHERE ONE CREDIT EQUALS 48 HOURS OF ACADEMIC WORK DURING THE SEMESTER, INCLUDING THE FACE-TO-FACE SESSIONS. THE PROGRAM INCLUDES 12 HOURS OF FACE-TO-FACE CLASSES PER WEEK.**

## COURSES

### INTERNATIONALIZATION STRATEGIES

The students will get the capability to perform a strategic analysis to make the appropriate (strategic) choices with respect to the internationalization strategy of a firm through case studies and international business simulation.

**3 CREDITS** **ENGLISH**

### INTERCULTURAL MANAGEMENT

Gain insights into how cultural factors influence global management and learn strategies to effectively lead and collaborate within multicultural teams.

**3 CREDITS** **ENGLISH**

### BUSINESS CONSULTING

Students engage in real-world challenges, working to define problems, develop projects, and implement practical solutions.

**3 CREDITS** **SPANISH**

### NEGOTIATION TECHNIQUES

Students will understand different tools, tactics and strategies to obtain satisfactory results in a negotiation process.

**3 CREDITS** **SPANISH**

# PROGRAM: INNOVATE BUSINESS

Built on three core pillars—creativity, innovation, and entrepreneurial thinking—this program helps students to develop and strengthen their innovative mindset and leadership skills.

## PROGRAM OBJECTIVES

- Develop the ability to identify problems and design creative solutions in different contexts.
- Gain tools to recognize opportunities and create innovative business ideas.
- Apply your professional knowledge through projects with companies and start-ups.

## REQUIREMENTS TO APPLY

This program is designed for Spanish-speaking students or those with a B1 level of Spanish (CEFR) who have prior knowledge of innovation and marketing and a strong interest in the world of business.



## COURSES

### DIGITAL BUSINESS

Explore emerging technological trends and understand their impact on business development and the global economy.

**3 CREDITS** **SPANISH**

### COLLABORATIVE INNOVATION PROJECT

In this course students immerse in real companies, to identify problems and develop innovative solutions.

**9 CREDITS** **SPANISH**

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**JAVERIANA**  
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# INFORMATION AND HOW TO APPLY

Apply to this program within the dates established in the international academic semester call for applications.

## REQUEST MORE INFORMATION BY EMAIL:

**[incoming@javerianacali.edu.co](mailto:incoming@javerianacali.edu.co)**

(incoming international professional mobility)

**[fceainternacional@javerianacali.edu.co](mailto:fceainternacional@javerianacali.edu.co)**

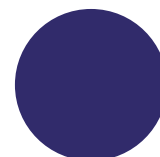
(international mobility professional, Faculty of Economics and Administrative Sciences)

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