

## Buenos Aires Global Semester: Business & Technology Certification Program

By UCEMA International HUB

### Program Spirit: A Unique Global Academic Experience

The **Buenos Aires Global Semester** goes beyond the traditional exchange program. While it offers international students the opportunity to study in Buenos Aires and transfer credits to their home institutions, it also provides a distinct academic structure that sets it apart.

This program is designed as a **coherent, modular curriculum**, allowing students to engage in a targeted learning path that culminates in recognized credentials:

- **The UCEMA Certificate in Global Business & Technology Foundations** for students completing at least **15 credits**.
- **The UCEMA Diploma in Advanced Global Business & Technology** for those completing the full **25 credits** and a capstone project.

By combining **academic rigor, flexibility, and an international perspective**, the program ensures that students not only fulfill their credit requirements but also gain an independent certification or diploma that enhances their academic and professional profiles. This dual value proposition — credit validation and an additional credential — makes the **Buenos Aires Global Semester** a transformative educational experience.

### Program Features

#### Flexible Modular Structure:

The **Buenos Aires Global Semester** is designed with a **Flexible Modular Structure** that empowers students to customize their academic experience. The program offers a combination of **5 theoretical courses** and **5 practical workshops**, allowing participants to create a personalized schedule that best aligns with their academic and professional goals.

This flexibility provides several advantages:

- **Customized Programs:** Students can select a mix of theoretical and practical modules tailored to the credit requirements of their home institutions.
- **Professional Relevance:** The modular design ensures that students can focus on the areas of study that are most valuable for their future careers, whether they prioritize deep theoretical knowledge, hands-on skills, or a balance of both.
- **Diverse Learning Intensity:** With the ability to choose their course load, students can design a semester that is either more intense and compact or more evenly spread throughout the week, adapting to their personal learning preferences and schedules.

By integrating theoretical and practical modules, the **Flexible Modular Structure** ensures not only a seamless credit transfer process but also a meaningful and impactful educational experience tailored to each student's unique needs.

## Course Selection: Bridging Technology and Business

The **Buenos Aires Global Semester** curriculum is designed to provide students with cutting-edge insights into the evolving relationship between technology and business. Its structure offers a unique blend of theoretical courses and practical workshops, allowing students to craft a personalized academic experience that meets their specific needs and professional goals.

Students can select from a diverse range of topics, all of which emphasize the critical intersection of emerging technologies, global markets, and innovative business strategies. The flexibility of the course selection ensures relevance to their home university programs while equipping them with practical skills for the future.

## List of Courses

The following are the planned **courses for 2025**, part of an always-updated proposal designed to address this evolving relationship.

### Theoretical Courses:

- Data Analytics for Global Marketing
- Artificial Intelligence for Strategic Leadership
- Behavioral Economics and Data-Driven Decision Making
- Big Data and Society
- Neuroscience and Leadership

## Practical Courses:

The **Global Semester** offers five practical courses, three of which are predefined to ensure maximum compatibility with the academic requirements of students' home universities. These courses are selected to align with key areas such as **Economics, Marketing, Finance, Law, and Data Science**, which are highly transferable across undergraduate programs.

### Predefined Courses

1. Data Visualization and Storytelling with Python (Practical)
2. AI Ethics and Decision-Making in Business (Case-Based)
3. Data Analytics for Public Policy (Practical/Case-Based)

These courses have been chosen for their relevance to the intersection of **Business and Technology** and their adaptability to a wide range of academic disciplines.

### TBD Courses

Two of the five practical courses in the Global Semester are defined annually based on a consultation conducted by the **UCEMA International HUB** with all enrolled students. This ensures that the program meets the specific academic needs and interests of the cohort, while remaining consistent with the program's **Business and Technology** certification.

Examples of TBD Courses:

- Behavioral Experiments: Practical Applications (Case-Based)
- The Neuroscience of Decision-Making in Business (Case-Based)
- Cybersecurity and Risk Management in Global Business (Practical)
- Marketing Strategies in the Digital Age (Case-Based)
- Sustainable Financial Practices and ESG Analysis (Practical)

By offering flexibility and tailoring the curriculum to student input, the Global Semester maintains its commitment to delivering a cutting-edge academic experience that supports both personal and professional development.

## Duration

One semester **starting on the 24<sup>th</sup> of July until the 28<sup>th</sup> of November. Second chance exams are dated on the 1<sup>st</sup> of December until the 12<sup>th</sup> of December.**

International students must ensure that the length of their stay takes into account all the exam instances, since it is not possible to modify the dates of the exams, nor their modality.

## Certification Options:

The program offers two levels of certification based on the number of credits completed:

### 1. Certificate in Global Business & Technology Foundations

- a. **Requirements:** Completion of at least **15 credits** within the Global Semester.
- b. **Description:** This certification recognizes a solid foundation in global business and technology, offering students practical insights and knowledge to complement their academic progress at their home institutions.
- c. **Recognition:** Students are awarded a **Certificate in Global Business & Technology Foundations** by UCEMA.

### 2. Diploma in Advanced Global Business & Technology

- a. **Requirements:** Completion of the full **25 credits** available in the Global Semester, including a capstone project.
- b. **Description:** This diploma certifies advanced expertise in interdisciplinary areas of business and technology. It highlights the student's ability to integrate and apply knowledge to solve real-world challenges.
- c. **Recognition:** Students are awarded a **Diploma in Advanced Global Business & Technology** by UCEMA.

## Proposed Weekly Schedule

The course offers exceptional flexibility, allowing students from around the world to choose a study load that suits their academic and personal needs. Depending on their availability and interests, students can earn between 15 and 25 credits, making it possible for them to select from a wide range of subjects while maintaining a pace that fits their schedule. This adaptable structure ensures that each participant can customize their experience to align with their academic goals, whether they are seeking a more intensive curriculum or a balanced approach to their studies.

**Example of a concentrated schedule (15 credits\* – UCEMA Certificate in Global Business & Technology):**

Assuming a student who prefers to concentrate their entire workload and have time for cultural activities and travel across Argentina.

Day	9:00 - 12:00 (Theoretical Courses)	13:00 - 15:00 (Workshops)
Monday	Data Analytics for Global Marketing	Data Visualization and Storytelling with Python (Practical)
Tuesday	Artificial Intelligence for Strategic Leadership	AI Ethics and Decision-Making in Business (Case-Based)
Wednesday	Behavioral Economics and Data-Driven Decision Making	(TBD, e.g.) Behavioral Experiments: Practical Applications (Case-Based)
Thursday	(No classes)	(No classes)
Friday	(No classes)	(No classes)

**Example of a balanced schedule (15 credits\* – UCEMA Certificate in Global Business & Technology):**

Assuming a student who prefers a balanced distribution of classes throughout the week.

Day	9:00 - 12:00 (Theoretical Courses)	13:00 - 15:00 (Workshops)
Monday	Data Analytics for Global Marketing	(No classes)
Tuesday	Artificial Intelligence for Strategic Leadership	AI Ethics and Decision-Making in Business (Case-Based)
Wednesday	Behavioral Economics and Data-Driven Decision Making	(No classes)
Thursday	(No classes)	Data Analytics for Public Policy (Practical/Case Based)
Friday	(No classes)	(TBD, e.g.) The Neuroscience of Decision-Making in Business (Case-Based)

**Full schedule (25 credits\* and the UCEMA Diploma in Advanced Global Business & Technology)**

Assuming a student who completes the entire program, taking all courses and workshops to earn the advanced diploma.

Day	9:00 - 12:00 (Theoretical Courses)	13:00 - 15:00 (Workshops)
Monday	Data Analytics for Global Marketing	Data Visualization and Storytelling with Python (Practical)
Tuesday	Artificial Intelligence for Strategic Leadership	AI Ethics and Decision-Making in Business (Case-Based)
Wednesday	Behavioral Economics and Data-Driven Decision Making	(TBD, e.g.) Behavioral Experiments: Practical Applications (Case-Based)
Thursday	Big Data and Society	Data Analytics for Public Policy (Practical/Case Based)
Friday	Neuroscience and Leadership	(TBD, e.g.) The Neuroscience of Decision-Making in Business (Case-Based)

**\*Note:** The number of credits provided by Universidad del CEMA is for guidance purposes only, as the final credit allocation is determined by the student's home university. The courses and schedules are determined by the UCEMA International HUB and may be subject to modification if UCEMA deemed necessary.

### Short Track: Essentials in Business & Technology Certification

For students seeking a shorter academic experience, the **Buenos Aires Global Semester: Essentials in Business & Technology Certification** offers an accelerated pathway. This option allows participants to complete the first module of their selected courses over the **first eight weeks** of the program.

By focusing on a condensed yet comprehensive academic schedule, students will earn the **Essentials in Business & Technology Certification**. This credential not only recognizes their participation in a targeted portion of the program but also provides valuable insights into the evolving intersection of business and technology.

### Course Details:

#### Theoretical Courses:

##### Data Analytics for Global Marketing

This course focuses on the application of data analytics tools and techniques to solve marketing challenges in global markets. Students will learn how to collect, process, and analyze data to optimize marketing strategies, enhance customer

segmentation, and predict market trends. Case studies will highlight successful data-driven marketing initiatives across industries.

**Why it matters:** Understanding how to leverage data analytics in marketing enables businesses to make informed decisions, improve customer targeting, and adapt to rapidly changing consumer behaviors in a technology-driven world.

### **Artificial Intelligence for Strategic Leadership**

Focuses on how AI tools can enhance decision-making and drive innovation in leadership and organizational strategy.

**Why it matters:** Understanding AI's potential helps leaders navigate technological disruption while ensuring ethical and strategic implementation in business operations.

### **Behavioral Economics and Data-Driven Decision Making**

Combines behavioral insights with data analytics to improve decision-making processes in business and policy.

**Why it matters:** This course bridges human behavior and technological tools, emphasizing how data can guide strategies that align with consumer and market dynamics.

### **Big Data and Society**

Examines how big data technologies influence governance, culture, and global economic systems.

**Why it matters:** Understanding the societal impact of big data is crucial for businesses to innovate responsibly and maintain trust in a data-driven economy.

### **Neuroscience and Leadership**

Explores the connection between brain science and effective leadership in team and organizational contexts.

**Why it matters:** This course underscores how technological advancements in neuroscience can inform better decision-making and leadership practices in dynamic business environments.

## **Practical Courses:**

### **Data Visualization and Storytelling with Python (Practical)**

Teaches techniques to visualize and communicate data insights effectively using Python.

**Why it matters:** Transforming complex data into actionable narratives is essential for businesses to make informed decisions and communicate strategies effectively.

### **AI Ethics and Decision-Making in Business (Case-Based)**

Examines real-world cases of AI implementation, focusing on ethical challenges and solutions.

**Why it matters:** Ethical AI is a cornerstone of sustainable technological adoption, ensuring trust and fairness in business applications.

### **(TBD, e.g.) Behavioral Experiments: Practical Applications (Case-Based)**

Explores experimental methods to analyze consumer behavior and test business strategies.

**Why it matters:** Integrating behavioral experiments with technological tools helps businesses refine strategies based on empirical evidence.

### **Data Analytics for Public Policy (Practical/Case-Based)**

Applies data analytics techniques to evaluate and design effective public policies.

**Why it matters:** This course demonstrates how data-driven approaches can address complex societal challenges, impacting both business environments and policy frameworks.

### **(TBD, e.g.) The Neuroscience of Decision-Making in Business (Case-Based)**

Investigates how neuroscience informs decision-making processes in high-stakes business scenarios.

**Why it matters:** Linking brain science with business strategy provides insights into optimizing decisions in fast-paced and technologically advanced markets.

## About UCEMA:

The Universidad del CEMA (UCEMA) stands as one of Argentina's top universities, renowned for its commitment to academic excellence and innovation since its foundation in 1978. Offering 15 undergraduate programs, 16 graduate-level degrees, and over 100 executive programs, UCEMA excels in fields such as business, finance, economics, accounting, marketing, technology, computer engineering, law, political science, and international relations. Strategically located in the heart of Buenos Aires' economic and financial district, UCEMA provides students with access to unparalleled professional opportunities in a vibrant and dynamic city. Recognized as the top Latin American city for students by QS Best Student Cities 2025, Buenos Aires blends rich traditions with modern innovation, creating a unique and inspiring environment for academic and personal growth.

## Why Choose UCEMA?

- **Academic Excellence:** UCEMA ranks among Argentina's top universities, with a strong focus on business, economics, and technology.
- **Support and Leadership:** We provide a tutor to guide and accompany the students in the program
- **Quality Professors:** Some of our professors have degrees in the top 10 Ivy League Schools in the US.
- **English-Taught Courses:** All classes in this program will be conducted in English by highly qualified faculty.
- **Cultural Enrichment:** Students will engage with Buenos Aires, a city known for its unique blend of European and Latin American influences.
- **Affordable Living:** Discounts on accommodations and dining, ensuring an economical yet premium experience for students.

## Grading system

Courses at UCEMA are graded on a ten-point scale. The maximum possible grade for a course is 10. The minimum passing grade is 4. Below 4, students simply receive a grade of 0 (failed).

NUMBER	LETTER	PERFORMANCE (% of Maximum)	DESCRIPTION
10	A+	95 - 100%	Outstanding
9	A-	85 - 94%	Excellent
8	B+	75 - 84%	Very Good +
7	B-	65 - 74%	Very Good
6	C+	55 - 64%	Good
5	C-	50 - 54%	Acceptable
4	D	40 - 49%	Poor - Minimum Passing Score

It is important to clarify that UCEMA does not work with a credit system. However, if you want to carry out the conversion to have an estimate of the number of ECTS credits granted by each course, you should take into consideration the number of contact hours and additional hours of study/homework outside the classroom. It is estimated that students must do at least 2 hours of study per hour of class.

The credit conversion would be as follows: (Total contact hours per course + Hours dedicated to study) ÷ the number of hours that your university considers make up for 1 credit.

*If, for example, 27 contact hours generally make up for 1 ECTS, then: Courses with a total of 54 contact hours grant 6 ECTS (54 contact hours + 108 hours dedicated to study) ÷ 27 = 6*

At the end of the exchange period, the student receives an analytic certificate (transcript of records) issued by our university. This document will allow the student to validate the courses taken when returning to their home university and obtain the corresponding credits there. In the UCEMA analytic certificate, the only items recorded are the subjects taken by the student with their respective grades. Language courses, extracurricular activities, seminars or academic meetings are not included.

## Optional Activities and Weekends

To enhance the experience, optional activities and recreation offer students the opportunity to immerse themselves in Argentine culture and history. Even though the program does not include any extracurricular activity, here is a list of our suggestions:

- **Cultural Excursions:**
  - Visit to La Boca, famous for its colourful streets and tango heritage. Coupled with a visit to the famous Boca Stadium, an Argentinian beauty because of its history and fans.
- **Gastronomic Experiences:**
  - Traditional Argentine cooking classes (learn to make empanadas and asado).
  - Guided wine tasting from Argentina's renowned vineyards, including Malbec specialties.
- **Outdoor and Adventure Activities:**
  - Kayaking in the Tigre Delta.
  - Trekking in the nearby Sierra de Tandil.
- **Cultural Performances:**
  - Attend a live tango show at a historic venue in Buenos Aires.
  - Classical or contemporary performances at Teatro Colón.
- **Weekend Trips:**
  - **Option 1:** Explore the vineyards of Mendoza with wine tours and tastings.
  - **Option 2:** A two-day trip to Iguazú Falls, one of the Seven Natural Wonders of the World.

## Accommodation and Lifestyle Discounts

We have partnered with top providers to ensure an affordable and comfortable stay:

1. **Accommodations:**
  - a. Shared apartment options starting at USD 400/month.
2. **Dining Discounts:**
  - a. 20% discount at restaurants.
  - b. Exclusive deals for group dining experiences.

## Health insurance and visa

Exchange students must be covered by a health insurance valid in Argentine territory for the entire duration of the semester.

Depending on the length of study in Argentina and the country of citizenship, students will need to obtain different types of visas. We recommend contacting the corresponding Argentine Consulate for specific visa/residence permit requirements.

In addition, we provide documentation and management with the consulate to make the student process easier.

For completing their enrollment to UCEMA's International Program, exchange students must submit proof of their health insurance, and their student visa/residence permit prior to their arrival in Argentina.

## Additional Highlights

1. **Cultural Integration:**
  - a. Students will join local UCEMA events, creating networking opportunities with Argentine peers.
2. **Professional Growth:**
  - a. Guest lectures by leaders from companies like Mercado Libre and Globant.
3. **Administrative Support:**
  - a. Dedicated team for visa guidance, onboarding, and ongoing support.

**Disclaimer:** The information provided in this document is intended for reference purposes only and is subject to change. While every effort has been made to ensure accuracy, Universidad del CEMA reserves the right to modify course details, schedules, and associated information at any time. For the most up-to-date information, please contact the International Relations Office directly.

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