

**LATIN AMERICAN AND CHILE STUDIES**  
**DIRECT ENROLLMENT COURSE OPTIONS**  
**All courses taught in English**

**HIST 370 Latin American Culture and Identity (HM/IC)**

This course aims to know some aspects of the Latin American culture related to essential ideas. Among them, and based on bibliography according to the subject, we will try to solve the "Latin American issue" as a historical process. We will analyze some aspects such as origin of the term, historiographical conceptions, historical processes of cultural exchange that the continent has experienced foreign perceptions about the subject and its historical interpretations, among others.

**POLS 370 Socialism, Capitalism, and Communism in Latin America**

Both communism and socialism are born in Europe (nineteenth century) as a response to capitalism, but it was in Latin America where both left wing movements reached an unsuspected relevance, although a century later both arose product of the strong economic existing inequality and a strong ideologization of a group of intellectuals linked, in many cases, to the elite. Though both doctrines -until approximately the second quarter of the twentieth century- rejected the democratic system and prompted the seizure of power through arms, now claim the popular vote. THIS COURSE CANNOT BE APPLIED TO THE CSB/SJU POLITICAL SCIENCE MAJOR OR MINOR.

**HIST 370 Latin America in the Age of Globalization**

This course intends to give the student a view of contemporary Latin America, balancing a perspective between its traditional political and social paradigms as well as proposing a set of approaches to the concept of globalization. This will be carried out by mixing both the concept of mestizo culture derived from its joint Spanish and local cultural origin as well as the contemporary perspectives and views of the phenomenon of globalization.

The course will start proposing a short perspective about Latin American contemporary history and particularly relating to its ideological paradigms of the cold war period. Then, it will revise the concepts and state of the art related to the debate about globalization as a cultural phenomenon. Finally, it will go into the different approaches and processes that have tainted the relation between Latin America and globalization since the late 1980s and the end of the cold war, providing special attention to the proactive approaches such as those espoused by Chile, Mexico and Peru, and the negative or pessimistic ones related to the Bolivarian and indigenes approaches as well as the prevalence of the Cuban revolutionary model and its impact in the antiglobal regional perspectives. THIS COURSE CANNOT BE APPLIED TO THE CSB/SJU POLITICAL SCIENCE MAJOR OR MINOR.

**COMM 370 Latin America on Film (HM)**

This course is focused on the portrayal of historical, cultural and socio-political issues in Latin America. It also incorporates strongly the representation of Latin American literature on films and Latin Americans search for their identity through their art. It helps to integrate a vision of themselves and their world. This course teaches a historical, cultural as well as a cinematic approach to Latin America. This is achieved through an analysis of its literature and cinema. The former element is important because a great part of the films develop from novels and novellas. The selected short stories and films express characteristics common to the entire subcontinent, with reference to cultural heritage, landscape, political environment, and artistic development.

**PCST 370 Human Rights in Chile: An Historical Perspective**

Human Rights are perhaps the greatest development of social life in the second half of the XX Century. Most western countries have faced tough situations and internal debates regarding the issue, and Chile in particular has not been an exception. This course will work its way through the complex process of political development that Chile faced after its Independence and how the society gradually became highly rigid, to the point of conflict. Through a critical Human Rights lenses, students will review the Unidad Popular, the Coup D'état of September 1973, the development of the Military Government, and finally the "Transition" into Chile's first Democratic Government.

**HIST 370 Economic Development in Latin America: Milestones and Crisis**

This course is designed to give its students detailed knowledge of Latin American economic models and political process through the study of its economic development, milestones, crises and political current events. It will address how Latin America came to be in its current circumstances and how this process can be interpreted and understood today. For this, we shall take a general view of the Latin American economic development process and the study of the political situation in order to understand the Latin American context.

**GBUS 370 Marketing Trends & Strategies in Latin America**

Marketing is part of modern life as we are continuously exposed to products, services, advertising, media messages and personal sales approaches. However there is not a clear understanding of what marketing means. The basic idea behind marketing is that companies can survive and growth by satisfying the needs of the consumers. But in continuously changing markets this is not an easy challenge to achieve. The environment is increasingly complex, there are strong cultural changes, technology evolves at amazing rates, within other economic and political decisions that impact directly the business environment. THIS COURSE HAS BEEN PREAPPROVED AS A SUBSTITUTE FOR GBUS 338.

**GBUS 370 International Business: Doing Business in Latin America**

In the globalization era investors around the world are looking for new markets to

invest. Latin America appears as an attractive region for business. According to Goldman Sachs' Bric review of emerging economies, by 2050 the largest economies in the world will be as follows: China, United States, India, Brazil, and Mexico. In addition in 2010 Latin America integrated five nations classified as high-income countries: Argentina, Chile, Uruguay, Mexico and Panama.

Today countries in Latin America such as Brazil show stability and growth allowing it to become an increasingly influential player in world affairs. Others like Chile are considered for many foreign investors as a gateway for Asia to enter the South American region because is close and it is political-economic secure. Also the region attach a close business relationship with USA because its proximity. All these facts make it essential that business people learn about doing business in Latin America. This course will focus in Latin America. Students will learn about socio-cultural issues, economic and political-legal environment, together with strategic considerations when doing business in Latin American countries. Learning approach will be base in cases of study as well as lectures. THIS COURSE HAS BEEN PREAPPROVED AS A GBUS ELECTIVE.