



UNIVERSIDAD NACIONAL DEL LITORAL
FACULTAD DE CIENCIAS ECONÓMICAS



Università Politecnica delle Marche
Facoltà di Economia "Giorgio Fuà"

Programa de Competitividad Global para PyMES (GCPyMES) Global Competitiveness Program for SMEs

The Global Competitiveness Program for SMEs (GCP) is an international training program to do consulting work, especially focused on Small and Medium Enterprises that aim to enter into the international competitiveness environment.

This is a joint development program between the School of Economics "G. Fuà" of the Università Politecnica delle Marche, Ancona, Italy, and the School of Economics of the Universidad Nacional del Litoral (UNL), and is based on the developed experience of the Italian school with the College of Business at Ohio University, USA, that have been working on this program for 10 years.

The project aims to improve students' intercultural experience, by working in multinational teams doing business consulting and solving real problems for real companies. Students must prepare a business plan to

be delivered, in the last day of the program, to the company's management. Teachers from both schools will be tutors and advisors to the teams.

The proposed assignments will be based on real companies of the region of the School of Economics, UNL, Santa Fe, Argentina, and they will be focused on any aspect of their international performance. Due to its characteristics, the entire program is conducted in English.

The Universidade Federal de Minas Gerais in Brazil has participated in the 2012 Edition in Santa Fe with excellent students who have been working with Italian and Argentine students proposing recommendations to the companies' assignments. In this new edition we also expect the attendance of professors and new students from this University.





PROGRAMME PURPOSES

- Get practical experience in solving a real problem of business in a real company.
- Integrate theoretical learning with practical application, using management and negotiation tools.
- Prepare a professional consultancy report according to an international model.
- Work and develop skills in an intercultural team.
- Develop recognition and sensitivity to the global business environment.

LOCATION AND DATES

The Program will be developed between August 24th and September 6th, 2013 and the quota of participants shall be composed of Argentine and foreign students in similar proportions, ensuring intercultural teams.

It will take place in the School of Economics UNL, Monday to Friday from 9:00 am to 5:00 pm with a schedule of 35-40 hours a week.

SCHEDULE

August 24th, 2013: Presentation Day projects, groups introduction and Welcome Ceremony.

August 26th, 2013 – September 5th, 2013: Visit to companies and work on the final report.

September 6th, 2013: Presentation of the final report to the companies and Closing Ceremony.

ABOUT SANTA FE

For detailed information about Santa Fe, its culture, schedules, transport, and other areas of interest, please visit:

<http://www.unl.edu.ar/santafe>

http://www.santafeciudad.gov.ar/ciudad/informacion_turistica

UNIVERSIDAD NACIONAL DEL LITORAL
School of Economics

Posgraduate Office

Director: Prof. Héctor De Ponti

International Affairs Office

Director: Prof. Luis A. Agramunt

Program Coordinator

Prof. Florencia Puccinelli

Contact: fpuccinelli@fce.unl.edu.ar