

GLOBAL SEMESTER

MARCH 2026

Internacional



UNIVERSIDAD
DEL CEMA
UCEMA



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Global Business Strategy

Theoretical

Monday, 9:00 - 12:00

Global Business Strategy provides students with a structured analytical framework to understand how firms compete, expand, and sustain competitive advantage in international markets. In an increasingly interconnected global economy, organizations face complex strategic decisions related to globalization, market entry, coordination across borders, and adaptation to diverse institutional and competitive environments.

This course equips students with the conceptual tools needed to analyze international strategic choices and evaluate how firms respond to global competition. Through the study of strategic frameworks, real-world cases, and comparative analysis, students develop the ability to assess global business environments and understand the strategic trade-offs firms face when operating across countries.

By the end of the course, students gain a comprehensive understanding of international strategy formulation and execution, enabling them to critically evaluate global business decisions and apply strategic reasoning to real-world international contexts.



Patricio E. Cavalli

MBA, UCEMA. Bachelor's degree in Advertising and Bachelor's degree in Humanities and Social Sciences, UP



Diego Fernando Regueiro

MBA, University of Michigan (USA). Bachelor's degree in Business Administration and Certified Public Accountant, UBA

Global Political Economy Institutions, Power and Development

Theoretical

Thursday, 9:00 - 12:00

Global Political Economy: Institutions, Power and Development examine how political forces, institutional arrangements, and power relations shape global economic outcomes and development trajectories. In a world characterized by deep economic interdependence and persistent inequality, understanding the interaction between politics and economics is essential to analyze growth, development, and global governance.

The course provides students with analytical tools to understand how states, international organizations, and non-state actors influence economic policy at both domestic and global levels. It explores competing development strategies, the role of institutions in shaping incentives and outcomes, and the distributional consequences of global economic integration.

By the end of the course, students gain a structured understanding of how political and institutional dynamics condition economic performance and development paths. The course equips participants to critically assess global economic policies, development models, and the exercise of power in international economic relations.



Mauricio Ariel Davidovich

MA in International Relations, UCEMA. MA candidate in Economics UCEMA. Coordinator of the Middle East Committee, Argentine Council for International Relations.



Facundo Mosovich

Bachelor's degree in International Relations, Universidad del CEMA. Diploma in Foreign Trade, Instituto Superior de Comercio Exterior



Neuroscience and Leadership

Theoretical

Wednesday, 9:00 - 12:00

Neuroscience and Leadership is designed to provide students with a solid understanding of how cognitive and emotional processes influence leadership behavior, decision-making, communication, and motivation within organizations. In complex and uncertain environments, effective leadership increasingly depends on the ability to understand how the brain processes information, emotions, stress, and social interactions.

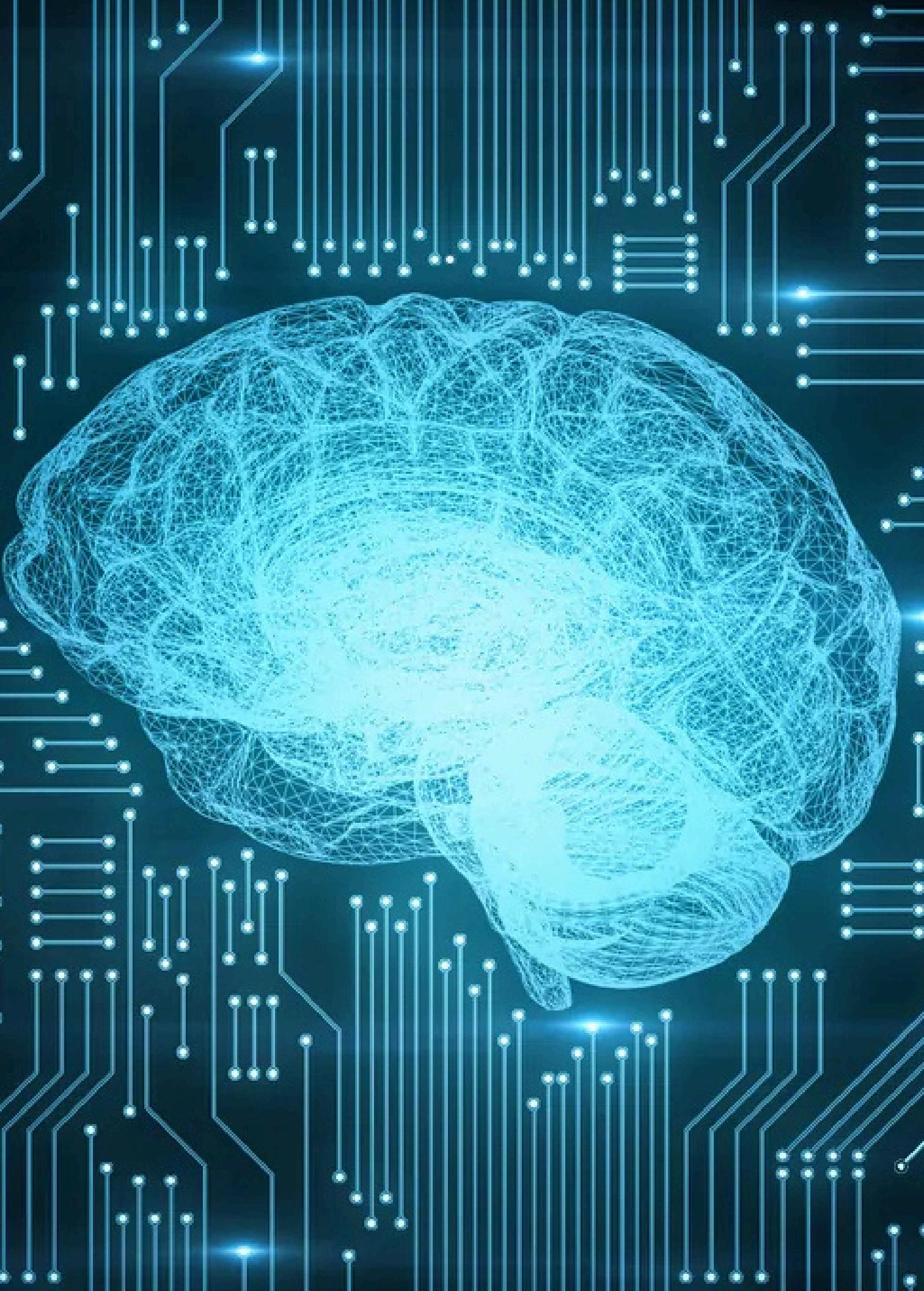
This course bridges insights from cognitive neuroscience with leadership theory and organizational practice. Students explore how neural mechanisms shape perception, judgment, emotional regulation, and interpersonal dynamics, and how these mechanisms impact leadership effectiveness. The course emphasizes practical implications, allowing students to translate scientific concepts into actionable leadership strategies.

By the end of the course, students gain a deeper awareness of their own cognitive and emotional patterns and develop tools to lead more effectively in organizational and cross-cultural contexts. The course equips participants with evidence-based perspectives to enhance communication, motivation, and decision-making in leadership roles.



Alejandra Elena Falco

PhD in Business Administration, UCEMA; Naval Engineer, ITBA; Master's degree in Education, USal; Specialist in Marketing, UB





Strategic Management & Innovation

Theoretical

Friday, 9:00 - 12:00

Strategic Management & Innovation explores how organizations formulate, implement, and sustain strategies that generate long-term competitive advantage in environments characterized by uncertainty, technological change, and market disruption. As industries evolve rapidly and traditional sources of advantage erode, firms must continuously align strategic direction with innovation capabilities to remain competitive.

This course integrates classic and contemporary approaches to strategic management with the study of innovation as a central driver of organizational performance. Students examine how firms analyze their competitive environment, build strategic positions, and respond to technological and market shifts through innovation. Particular emphasis is placed on understanding strategy not as a static plan, but as a dynamic process shaped by learning, experimentation, and adaptation.

By the end of the course, students develop the ability to think strategically about innovation, assess strategic trade-offs, and evaluate how organizations balance exploration and exploitation. The course equips participants with analytical frameworks and applied perspectives that are directly relevant to managerial decision-making in complex and rapidly changing business environments.



Santiago Wencelblat

Bachelor's degree in International Relations, UCENMA. Executive education and specialized programs in Digital Transformation, Marketing, Artificial Intelligence, and Public Affairs (MIT and other institutions).



David Laviosa

Bachelor's degree in Marketing, Universidad Empresarial Siglo 21. Executive Program in Managing Digital Products, Instituto Tecnológico de Buenos Aires.