



# GEORGETOWN UNIVERSITY

## INTERNATIONAL EXECUTIVE BUSINESS PROGRAM



# UNA DE LAS MEJORES UNIVERSIDADES DEL MUNDO

Georgetown University es una de las Universidades más selectivas de Estados Unidos en cuyo campus, situado en el distrito histórico de Georgetown, en Washington DC., estudian anualmente alrededor de 12.000 estudiantes procedentes de 110 países del mundo.

Georgetown es la Universidad Católica y Jesuita más antigua de los Estados Unidos y en ella han estudiado personalidades del mundo político, empresarial y económico como el Rey Felipe VI, el Rey Abdalá II de Jordania, el Presidente de la Comisión Europea José Manuel Durao Barroso, el Presidente Clinton, Jacqueline Kennedy Onassis, Ivanna Trump, Eric Trump, Chris Sacca, Ricardo Arias Espinosa, Laura Chinchilla, Alfredo Cristiani, etc.

La Universidad de Georgetown se encuentra situada en una zona residencial de Washington DC de la cual adopta el nombre; un agradable barrio con viviendas del siglo XIX y agradables calles, a la orilla del río Potomac. Georgetown con sus tiendas, restaurantes, pubs y las terrazas junto al río es un lugar ideal para el descanso tras la actividad académica del programa.



# DOS FASCINANTES CIUDADES



La experiencia académica en una de las mejores Universidades del mundo se completa con la experiencia de vivir durante cinco días en la capital de Estados Unidos: una ciudad con grandes atractivos culturales y de ocio.

Durante su estancia en Washington las personas participantes en este programa pueden visitar los espectaculares Museos Smithsonianos (arte moderno, historia americana, ciencias naturales, aire y el espacio, etc), el Capitolio, la Casa Blanca, la Suprema Corte de Justicia, muchas agencias de gobierno federal (como la Casa de Moneda y el edificio del Federal Bureau of Investigations, FBI), pasear por los monumentos a Washington, Lincoln, Jefferson y Roosevelt, el Cementerio Nacional de Arlington, el Monumento a los Veteranos de Vietnam, el Monumento de la Guerra de Corea, y el monumento a la Batalla de Iwo Jima...



La semana se completa con dos jornadas en New York, la capital económica y financiera mundial. Una de las ciudades más dinámicas del planeta, ofrece innumerables atractivos para las personas participantes en este programa: actividades culturales, museos, espectáculos, ocio, etc.

# WELCOME TO GEORGETOWN



***Mrs. Chantal Santelices***

*Director, Center for Intercultural Education and Development (CIED). Georgetown University*

It is my pleasure to extend an invitation to visit Georgetown University in Washington, D.C. to participate in a short-term International Executive Program conducted by the Center for Intercultural Education and Development. The program will provide an intensive academic introduction to the governmental and business structures in the United States and their relationship to the development of trade and commercial enterprise worldwide.

Georgetown University is an internationally renowned teaching and research institution. Distinguished faculty combine scholarship and professional experience as diplomats, public health officials, economists, authors and scientists. Located in close proximity to the nation's government and international institutions, it attracts faculty and students from all parts of the country and the world.

You will feel welcomed at our university and enjoy the manifold educational and social opportunities available on campus and in Washington, D.C.

We look forward to seeing you in Washington in July.

# BENEFICIOS PARA EL PARTICIPANTE

- Cursar un periodo lectivo en una de las universidades más prestigiosas del mundo: Georgetown University
- Una experiencia educativa y cultural **en las dos principales ciudades** de Estados Unidos: Washington D.C y New York City.
- Supone analizar diferentes áreas del management (marketing, estrategia, innovación, personas...) desde las **perspectiva estadounidense**.
- Permite incorporar al Curriculum una **credencial académica de primer nivel internacional**: un diploma de Georgetown University.
- Convivir con los compañeros del programa durante una semana en una Universidad como Georgetown **potencia las relaciones personales y refuerza el networking**.



# PROGRAMA Y PONENTES

El **International Executive Business Program**, un programa de verano para profesionales y alumnos de programas MBA que se desarrolla **del 21 al 28 de julio de 2018 en Georgetown University**.

Se trata de una experiencia educativa y cultural en dos de las principales ciudades de Estados Unidos (**Washington D.C y New York City**) que ayuda a las personas participantes a comprender mejor la visión norteamericana de los negocios, analizando diferentes áreas del management (marketing, estrategia, innovación, emprendimiento, personas, economía global...) desde las perspectiva estadounidense.

El programa ha sido diseñada por el prestigioso CIED (Center por Internacional Education Development) de Georgetown University y es impartido por profesores de McDonough School of Business de Georgetown, del Department of Government y directivos y consultores americanos invitados.

La actividad académica se desarrolla en la Universidad combinando sesiones lectivas y trabajo en equipo en casos prácticos.

El jueves nos trasladamos a New York City para finalizar el programa con visitas y Business Briefings en Wall Street.



### Global and Multicultural Marketing

Marketing and Leadership Challenges in Times of Globalization

*Prof. Luis Bitancourt – Georgetown University CIED*

Get to Know your International Customer

*Prof. José Luis Guerrero – Georgetown University School of Business*

Introduction to American Society

*Prof. Eric Langenbacher – Georgetown University Department of Government*

### Innovation and 21st Century Organizations

Amplifying Innovation

*Prof. Goncalves – Former Vice-President Citigroup and Pfizer*

Corporate Social Responsibility

*Prof. Jose Luis Guerrero – Georgetown University School of Business*

### International Business Negotiation

*Prof. Douglas McCabe – Georgetown University School of Business*

### Business Briefings

Invited lecturers

Wall Street site visits

### Actividades complementarias

El programa incluye múltiples actividades culturales opcionales, como visitas a los monumentos a Washington, Lincoln, Jefferson y Roosevelt, el Cementerio Nacional de Arlington, el Monumento a los Veteranos de Vietnam, el Monumento de la Guerra de Corea, el monumento a la Batalla de Iwo Jima, los museos Smithsonian, etc.



# FECHAS, TASAS Y OTROS DATOS

El **International Executive Business Program** se desarrolla del **21 al 28 de julio de 2018**.

Las personas participantes llegan a Washington DC el sábado 21 de julio.

El domingo 22 de julio se dedica a actividades culturales en Washington.

La actividad académica se desarrolla de lunes a viernes. El lunes, martes y miércoles, en el Campus de Georgetown University. El jueves por la mañana nos desplazamos en autobús a New York City, donde desarrollamos la actividad el jueves por la tarde y el viernes 27 de julio.

Los participantes organizan su regreso desde New York a partir del sábado 28 de julio.

El programa se imparte en inglés para alumnos cuyo primer idioma es el español (recomendable un nivel medio-alto).

Las tasas académicas son 3.400 euros. Los alumnos que lo deseen podrán alojarse en la residencia de estudiantes del Campus las 5 noches en Washington (del 21 al 26 de julio) en habitaciones dobles compartidas entre dos participantes (350 euros por persona). Cada participante gestiona su hotel en New York para las dos noches del 26 y 27 de julio.





## GEORGETOWN UNIVERSITY



# PROFESORES

## **Dr. Jose Luís Guerrero-Cusumano (Director del Curso)**

Dr. Guerrero-Cusumano is a Tenured Associate Professor at the Georgetown University School of Business. He holds a degree of Statistics (from the School of Business and Economics) of the Universidad Nacional de Rosario, Argentina, and a Master of Sciences from Mathematics Department of the University of Illinois at Urbana-Champaign (UIUC, USA) and a Ph.D. in Industrial Engineering from the same university (UIUC, USA). Prof. Guerrero-Cusumano has been in Georgetown University since the fall 1989 as a business professor. Professor Guerrero-Cusumano is the Codirector of the International Institute for Government, Management and Public Policy (I.I.G.M.P.) at Georgetown University. He is the Academic Director (for Latin America and Europe) for the Center for Intercultural Education and Development (C.I.E.D.) also at Georgetown University. Georgetown University's CIED is an Academic Associate Member of the European Foundation for Quality Management (E.F.Q.M.), which is the only non-European university belonging to the network. Prof. Guerrero Cusumano is the coordinator to the E.F.Q.M. program at C.I.E.D. (Georgetown U.) also the director of the Brazil MBA Global Experience at Georgetown University and a Faculty Associate of the Center of Business and Public Policy at Georgetown University. He is also guest researcher at "Laboratoire de Recherche en Management" (University of Versailles, France) Professor Guerrero-Cusumano is also the former director of the Georgetown Graduate Summer Program in International Management at Oxford University, United Kingdom for the period 1998-2000. He has been the director of the Business School Argentina Global Experience in Buenos Aires for the period 2000-2003. He is also a "Chercheur associé" at the University of Versailles (France) and he was a "Gastdocent" at the University of Ghent (Belgium). He won the Belgian-American foundation research grant 1995, and spent Spring 1995 as a visiting professor at Institut d'Administration et de Gestion (IAG), Université Catholique de Louvain, Louvain-La-Neuve (Belgium) and at Vesalius College (Vrije Universiteit), Brussels. In the fall 1997, Professor Guerrero-Cusumano spent his sabbatical year at Ghent University (The Vlerick School of business), Ghent, Belgium as an invited professor, where he researched European Quality Certifications for Academic Institutions. Professor Guerrero-Cusumano has also lectured widely internationally. He has lectured at European Quality Master Program system (Versailles University, France; University of Limerick, Ireland; Tor Vergata University, Rome Italy; University of Piraeus, Athens, Greece; Universidad Complutense, Madrid, Spain), the Master of Total Quality Management (Vaxjo University, Vaxjo, Sweden), the Master of Quality "Case Approach: Technique for Understanding your customer".



**Dr. Luis Bitencourt**

Is professor and political Scientist with a Ph.D. in Politics, two M.A.S, respectively, in Political Science and World Politics, and extensive experience in international affairs, public policy, economic development, global economy, political transitions and democracy. He designed, implemented, and directed government and private think tanks in Brazil and in the United States. Luis also worked for the United Nations as an Electoral Officer/Regional Coordinator in East Timor, as a member of the Team of Electoral Experts in Tajikistan, and as a rapporteur for the UN Commission on Intervention and Sovereignty. Presently, Luis Bitencourt is the director of Brazil @ The Wilson Center at the Woodrow Wilson International Center of Scholars/Smithsonian, and visiting professor at the Georgetown University. In his research capacity, he has been publishing extensively on Brazilian and hemispheric political and security issues in addition to work with the Citizen Security project of the Wilson Center's Latin American Program. Fields of expertise are Political Science, World Politics, International Relations, International Security, International Economy, Public Policies, Elections, Political Transitions and Democracy. Dr. Bitencourt is Visiting Professor, Georgetown University. Director of the Brazil Project at the Woodrow Wilson Center for International Scholars. Rapporteur for the Santiago's Round Table on Humanitarian Intervention and State Sovereignty in Latin America and the Caribbean, UN Commission on Intervention and Sovereignty. Participation, as one of the five members of the United Nations Team of Electoral Experts in Tajikistan. Participation in the United Nations Mission for East Timor (UNAMET), as a Regional Co-ordinator responsible for the strategic enclave of Ambeno, East Timor. Several managerial positions related to strategic planning within the Brazilian government, many of them including activities related to international and multilateral organizations. Conceived, designed, implemented, and was the first Director of the Center for the Development of Human Resources of the Secretariat for Strategic Affairs/Presidency of the Republic/Brazil. Conceived, designed, implemented, and was the first Director of the Center for Strategic Studies of the Secretariat for Strategic Affairs. Participated intensively in the Brazilian first step to define a Policy of Defense and a Ministry of Defense. Several teaching and managerial positions in the private academic field, related to Education, including the function, for seven years, of Dean of the Faculty of Social Sciences of the Catholic University of Brasilia and the function of Advisor for the Project to Transform the Facultades Integradas da Católica de Brasilia into University. Extensive participation, as an expert in Latin America and Hemispheric relations in academic multilateral events (Hemispheric's Security, Education and Economic Development, Public Policies). Participation in the Team to Design and in the Search Committee to Select the Director for the Center for Hemispheric Defense Studies/National Defense University. Several training courses related to Education and Public Policies, sponsored by Brazil's Presidency of the Republic Cabinet: Analysis for Foreign Policy Decision-Making, 1985 (1,350 hs). Analysis for High Level Decision-Making, 1980 (1,350hs). Pedagogy, Centro de Estudos de Pessoal, 1978 (600hs). Analysis for MidLevel Decision, 1974 (740hs). Since Dec 2002-June 2003 Visiting-Professor, Georgetown University, Washington, DC. Since May 2000 Director of the project Brazil@ The Woodrow Wilson International Center for Scholars, Washington, DC. May 2001 Rapporteur: Santiago's Round Table on Intervention and State Sovereignty in Latin America and the Caribbean, UN Commission on Intervention and Sovereignty.



**Dr. Eric Langenbacher**

Dr. Eric Langenbacher is a Visiting Assistant Professor and Director of the Senior Honors Program in the Department of Government, Georgetown University, where he teaches courses on comparative politics, political culture and political films. He studied in Canada before starting graduate work in the Government Department and Center for German and European Studies at Georgetown in 1996. He was awarded a Fulbright grant in 1999-2000 and held the Ernst Reuter Fellowship at the Free University of Berlin in 1999-2000, the Hopper Memorial Fellowship at Georgetown in 2000-2001, and was selected School of Foreign Service faculty member of the year by the 2009 graduating class. He has been teaching in the Government Department since Fall 2002, and also has taught at George Washington University and in Buenos Aires, Argentina. His dissertation, defended with distinction in September 2002, forms the basis of his book manuscript "Memory Regimes and Political Culture in Contemporary Germany" currently under review at several presses. He has also published edited volumes, "Lauching the Grand Coalition: The 2005 Bundestag Election and the Future of German Politics" and (with Yossi Shain) "Power and the Past: Collective Memory and International Relations." His research interests center on political culture, collective memory, political institutions, public opinion and European politics. He has published in German Politics and Society, The Canadian Journal of Political Science, The International Journal of Politics and Ethics and in several edited volumes. He has also planned and run dozens of short programs on various aspects of U.S. politics and society for visitors from abroad



**Dr. Douglas M. McCabe**

Ph.D. (1977) Cornell University, School of Industrial and Labor Relations, M.S. (1973) Loyola University of Chicago, Human Resources and Industrial Relations, B.A. (1971) Marquette University, Political Science and History, Magna Cum Laude. Dr. Douglas McCabe is Professor of Labor Relations, Human Resource Management, and Organizational Behavior at Georgetown University's School of Business, Washington, D.C. He is the author of more than 200 articles, papers, monographs, and speeches presented at professional and scholarly meetings in the field of employee relations. He is also an active domestic and international consultant. Considered by the media to be an expert in his field, Dr. McCabe has appeared more than 200 times on international, national, and local television and radio as the networks have sought his views on critical issues in employee relations. His television credits include being interviewed on "ABC World News Tonight with Peter Jennings"; "NBC Nightly News with Tom Brokaw"; "CBS Evening News with Dan Rather"; "Newshour with Jim Lehrer"; and CNN's "Crossfire" and "Inside Politics." His print media credits include being quoted in *Business Week*, *U.S. News & World Report*, *USA Today*, *The Washington Post*, *Los Angeles Times*, *The New York Times*, *Chicago Sun-times*, *Chicago Tribune*, *The Milwaukee Journal*, and *The Detroit News*. Furthermore, Dr. McCabe is a premier executive education professor. He has conducted more than 250 management development programs on the area of employee relations. Also, he is a member of the American Arbitration Associate. He holds a Ph.D. from Cornell University and is a member of Phi Beta Kappa. Additionally, Dr. McCabe is twice the Recipient of the Joseph F. LeMoine Award for Undergraduate and Graduate Teaching Excellence. He is also Associate Editor for International Management of the *Journal of Business Ethics* and he serves on 23 Editorial Boards of scholarly and professional journals.



**Dr. Alexis Goncalves**

Director, Latin America Division, Service Quality & Innovation, Citigroup. MANAGEMENT accountabilities include service performance and service delivery standards for 20 countries in Latin America (LA). Oversee service effectiveness and efficiency of 34 business units across the LA region. Delivered and executed regional improvement plans that increased the average annual revenue-to-expense ratio in LA from 1.8 to 2.2. Work with in-country Service Quality Directors on strategy and goals for Voice of the Customer (VOC), Voice of the Process (VOP), Voice of the Employee (VOE) and Voice of the Business (VOB). Conducted 100+ business improvement projects over the last 5 years in front, middle and back-office areas, including: Financial Control, Risk Management, Operations, Sales and Market Coverage, New Product Development, Customer Service, Human Resources and Training. CUSTOMER & MARKET KNOWLEDGE: Coordinate the fieldwork, in 20 countries, of large-scale quantitative research projects based in customer satisfaction measurement and total quality implementation. This involves coordinating the interview of 40,000+ customers per year for five different businesses, as follows: Retail Banking, Cards, Consumer Finance, Corporate and Investment Bank. INTERNATIONAL MARKET PROSPECTIVE: As Service Quality & Innovation Director for the Latin America Division, traveled for 7 years across the Latin America region, including Central America and the Caribbean, building business improvement plans and developing relationships and knowledge of foreign customs and business protocols. So far, have visited 17 countries and is still counting. TEAMWORK STYLE MANAGER: Provide leadership for in-country Service Quality Directors and their team (70+ people). Mentored and coached numerous managers on performance improvement and organizational efficiency. In the role of Business Facilitator, designed and facilitated several business meetings for senior management – e.g., Revenue Momentum Workshop, Middle-Markets Workshop, Corporate Finance Innovation Workshop and Asset-Based Finance Innovation Workshop. PROFESSIONAL EXPERIENCE Professional experience acquired over the last 18 years working for a diversified set of companies, from software development to business consulting to financial services. Have worked and lived in 3 different countries: Argentina, Brazil and USA (present). 7 years Citigroup (USA, Argentina) 7 years American Express (USA, Brazil) 2 years Arthur Andersen (Brazil) 2 years Proudfoot-Crosby (Brazil) 1 year Rohr Construction (Brazil) 1 year Infel Software (Brazil) AFFILIATIONS President Fundación Latinoamericana para la Calidad (founded in 1997, with 15,000 members in Latin America) Curator Member of the Curatorial Council for Centro Brasileiro para Qualidade, Segurança e Produtividade (Brazil) Review Board Member of the Review Board for the Six Sigma Forum Magazine (published by ASQ, USA)



## Extensión opcional a SILICON VALLEY

Opcionalmente los alumnos pueden realizar dos semanas adicionales en Silicon Valley (las previas, del 8 al 21 de julio).

Compartiendo y experimentando en primera persona el espíritu innovador y emprendedor que hace de Silicon Valley un lugar único en el mundo.

- Visitamos **empresas con nuevos modelos de negocio** (redes sociales, comercio electrónico, software, aplicaciones...).
- Nos reunimos con **emprendedores con proyectos en distintas fases** (desde proyectos con capital semilla hasta emprendedores que ya han vendido su negocio, pasando por quiénes se preparan para conseguir las primeras rondas de capital riesgo...).
- Visitamos **emblemáticas organizaciones** que recogen la historia y esencia de los negocios de Silicon Valley, etc. En ediciones anteriores hemos visitado y conocido en primera personas experiencias en Google, Twitter, Facebook, Intel, Apple, IDEO, eBay, PayPal, Dropbox, Innov valley, AirBnB, Eventbrite, Craigslist, Yahoo, PasswordBank, UserZoom, Softonic, BBVA Ventures, Ludei, Banjo, Groupon, etc.

El programa en Silicon Valley está diseñado para **profesionales que desean abrir su mente** a través de nuevas experiencias, conocer nuevos modelos de negocio y potenciar habilidades relacionadas con la innovación, la adaptación al cambio y el emprendimiento.



# INFORMACION E INSCRIPCIONES

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