Licenciatura en Gerenciamiento Económico Intercultural

Programa Internacional

USAL Universidad del Salvador
Facultad de Ciencias Económicas y Empresariales
¿Quieres estudiar a nivel internacional y estás interesado en estudios internacionales y culturales, administración de negocios globales e idiomas? El programa interdisciplinario de la Licenciatura en Gerenciamiento Económico Intercultural – LiGEI, combina el conocimiento de negocios con lenguas extranjeras aplicadas y un enfoque de estudios culturales en una región lingüística (cultural) de tu elección.

¿Voulez vous étudier au niveau international et êtes-vous intéressé par les études culturelles internationales, les affaires internationales et les langues? Le diplôme interdisciplinaire en gestion économique interculturelle - LiGEI, réunit la connaissance du monde des affaires, la maîtrise de langues étrangères appliquées avec une approche des études culturelles de la région linguistique et culturelle de votre choix.

Would you like to study with international standards? Are you interested in international cultural studies, global business and languages? The interdisciplinary program in Intercultural Economic Management Degree – LiGEI combines business knowledge with applied foreign languages and an approach to cultural studies in the linguistic (cultural) region of your choice.

Sie möchten international studieren und interessieren sich für Wirtschaft, Sprachen und Kultur? Der interdisziplinäre Studiengang Kulturwirtschaft verbindet betriebswirtschaftliche Kenntnisse mit angewandten Fremdsprachen und einem kulturwissenschaftlichen Schwerpunkt in einer von Ihnen gewählten Sprachregion (Kulturraum).
Argentina’s most innovative and integral curriculum in global management, economy, communication, international relations, culture and applied foreign languages.

"Global Players" the force of future: LiGEI training serves to develop professional skills, with a global attitude and perspective.

"Double degree" validates the recognition of academic preparation of international prestige.

"Curriculum Design" with cross-cultural and interdisciplinary vision, with excellence and style.

"Four years' intensive training; the last one may be taken in Europe.

"Four cultural orientations" of intercultural specialization.

A prime passport to the global labor market. International business management and direction in a globalized world demands a new generation of executives who can fully interpret the complexity of our present world.

Thanks to this unique combination of skills LiGEI graduates are professionals formed at international level in an interdisciplinary degree oriented to practice, with a global perspective that addresses the needs of organizations operating in different countries and which demand highly qualified young people able to achieve the best local and global results.

The integrated effort of this initiative, novel and unique in relations between Argentina and Europe, represents an alliance of intercultural cooperation with enormous growth potential. LiGEI graduates enter a select group of high performance executives with access to the circle of international organizations.

With a degree design aimed to meet the highest expectations, we open the world to the new generations of Global Players, because to open the borders of our minds is to open a door into the future. Freedom to make that decision depends on you. Do not imagine the future. Live it. Join LiGEI!

Claudio Blanchart
Head of LiGEI

SUMMARY

2. Innovation, soundness and projection
3. Degree scope and employability
4. International Dimension
5. Entry requirements
6. Studying at USAL
7. Studying in Europe
8. Curriculum
11. Lines of Research
We aim to train our LiGEI students in different skills, not just some specialized or particular knowledge. They learn to manage with a critical view of the economic, commercial, social, political, historical, communicational and cultural situation of any given environment.

**Intercultural competence** is one of the keys to international success. Focused on innovation, this orientation has been the first thriving experience to bring a cosmopolitan outlook to university training with the prospect of specialization in a particular cultural area, in this case European countries. Our students can then guide their postgraduate studies to deepen the basis of the most solid and global degree in Latin America.

World dynamics require new managers to speak several languages, to be open-minded, communicative, creative and flexible. They have to be able to swiftly reorganize their theoretical and practical knowledge to solve different management issues. They should be able to easily navigate the labyrinth of ethnic, religious and cultural singularities in the globalized world thanks to their cross-cultural sensitivity. Therefore, the essential value of this Curriculum is its richness in diversity.

The best base to build an international professional future

Our graduates are professionals who can work under all circumstances and in all types of organizations. Thus, the challenge: from the beginning of their degree, LiGEI students learn how to deal with all the tests posed by the modern world through the study of integrated disciplines and culture, from the highest levels of abstraction to the most practical management tools, with high academic standards.

10 reasons to project your future as a LiGEI graduate:

- Double degree
- Solid multidisciplinary training
- Possibility of building a global life project
- Conceptual cross-fertilization of excellence
- Incorporation of practical management tools
- Deeper understanding of human beings
- Interpretation of global trends
- Premier faculty
- Integration with students from different cultures
- Association with universities of international reputation and state of the art technology

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**THE FUTURE IS NOW**

**LE FUTUR C’EST AUJOURD’HUI**

**DIE ZUKUNFT IST HEUTE**

**EL FUTURO ES HOY**
Students will develop skills which will enable them to:

✓ integrate or advise all sort of organizations (public or private, domestic or foreign, for or not-for-profit). They will be able to relate cross-culturally, proactively and with empathy, flexibility, sensitivity and understanding. They will pursue continuous learning.

✓ join the Diplomatic Corps.

✓ exercise leadership in positions with increasing responsibilities, developing solid and lasting intercultural relationships.

✓ advise and take part in interdisciplinary activities which require knowledge of various aspects such as socio-political, scientific, historical, geographical, artistic, literary, communicational, economics and finance, international business management. They should be able to understand the world economic situation and to express themselves in various languages.

✓ solve problems under pressure, with initiative and creativity, in intercultural teams.

✓ participate in or lead projects in different professional fields, by means of the critical analysis of the economic and commercial situation of an organization and the influence of the environment.

✓ achieve cross-cultural communication from the knowledge and understanding of different cultures, the interpretation of social hermeneutics and the interaction of the actors involved, with a clear multilingual profile

✓ interpret intercultural sociopolitical realities, with emphasis on the cultural area of choice, so as to act in that space, individually or as part of an organization.

✓ hold positions of international responsibility with an open, communicative and sensitive outlook; which enables the smooth relationship with men and women from all around the world.

✓ work in different areas such as administration, human resources, finance, marketing, research and development, institutional relations, communication or corporate social responsibility.

LiGEI graduates are “Global Players” prepared to face and solve the new challenges that arise worldwide within organizations that need cross-cultural leaders in their staff, with special emphasis on the cultural area of choice. "Cultural area" is the space with a predominant language and common culture, history and geography and shared economic, legal, political and sociological expressions.
After three years of intense preparation, students can choose to complete their studies in Germany or France and get a double degree, which will open doors into the labor market or carry out postgraduate studies at a European university.

The Universidad del Salvador and the University of Passau signed a Framework Agreement for Cooperation and Technical Assistance in September 1999, which resulted in an integrated programme with the possibility of obtaining a double degree, since the creation of the Degree in Intercultural Economic Management (LiGEI) by the USAL and the Bachelor Kulturwirtschaft (Kuwi) - International Cultural and Business Studies, unique in the world for its contents and orientation.

Cross-culturality, dialogue and global experience
Intensive practice of foreign languages.
Links, culture, companies, business and global projection.

Along the same lines, in 2009 a Framework Agreement was signed with the École de Management de Strasbourg and in 2012, we started a programme where students can access the Bachelor’s Degree in European Management and can take subjects in English, French or German.

Immersed in the heart of Europe, our students come into contact with local actors. They can have a first hand experience of trans-nationality and get used to the implementation of global-sized projects.

Thus, the Universidad del Salvador together with prestigious partner universities provides an international academic environment to build a bright professional future, with a more robust and intelligent approach to the next generation of global leaders.
**ENTRY REQUIREMENTS**

Argentinian applicants may be incorporated in accordance with the requirements of Article 7 of the Higher Education Act 24.521. This also applies to graduates from non-university higher education institutions from different jurisdictions with articulation agreements under Article 8 of that Act and to foreign students in accordance with national legal requirements and those Agreements established with their universities of origin.

**Applicants:**
Secondary school students with different specializations or those from tertiary education institutions with complete previous studies. Applicants from tertiary education institutions which have special articulation agreements with USAL can request validation of courses.

**Languages:**
Language proficiency is not required to enter LiGEI, since the same is acquired along the different courses of study.

**Entry Course:**
There is no entry course, nor any other admission criteria safe those defined by the Law on Higher Education.

**Start Date:**
February and August

**School Visits:**
Monday to Friday from 09:00 to 20:00 hours

In accordance with of the Law on Higher Education. Foreign students can start the first year of their career when they have met the certification requirements of Secondary Education studies in their own country, which have to be certified by the Argentinian Foreign Office.

German students must complete their secondary education in Argentina to obtain the local degree.

Entry is also open to students from foreign universities with double degree agreements with USAL, and those who just want to exchange and participate in the exciting experience of studying with people from different countries in Argentina.

Special assistance from a coordinator would be provided to foreign students in Argentina to obtain a legal residence permit from the National Direction of Migrations.
With 60 years of experience, USAL has achieved a recognized position in the training of professionals as a university with strong international links. One of its main features is its openness and integration into the world.

A university of international and intercultural dimension.

The Economics and Business Administration School works with cutting-edge means of assistance to the educational process.

Classrooms equipped with information technology and audio and video projection media

Computing laboratories with wide availability, as well as WiFi anywhere in the School.

Specialized libraries in economics, humanities, communication, art, social sciences, management and access to specialized publications and online consultation.

Thanks to the presence of students from all over the world, the USAL has become a space where future global leaders can interact and integrate.

Integrative sport activities at the USAL sports facilities (CLUDUS).

Possibility of landing a job through the University’s Job Placement Program (PIL).

Multiple Cultural activities for students integrated into different society organizations

After taking the Pedagogical Cycle course, graduates may obtain a degree as Professor in Intercultural Economic Management, which allows them to perform more efficiently at university teaching level.

The faculty is made up of renowned professionals, who ensure teaching quality and excellence in the training of future LiGEI.

The Economics and Business Administration School has a permanent teacher training and retraining strategy, by means of a constant requalification program.

Ethics, diversity, pluralism and social responsibility are essential in the implementation of the USAL motto:

**Science to the mind and virtue to the heart**
Students can travel to Germany or France during their last year to obtain a double university degree.

If they choose not to do so, they must complete the Curriculum in Argentina to get the LiGEI national degree, but not the international double degree.

Students who decide to attend European universities must meet the requirements detailed in their respective Specific Agreements, and after taking the first three years in Argentina, they will take the fourth year abroad.
The new LiGEI curriculum has been revised and improved to keep up to date and to profit from years of experience.

<table>
<thead>
<tr>
<th>Module</th>
<th>Total Hours</th>
<th>% Credit Hours</th>
<th>Number of Subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Cultural Studies</td>
<td>918</td>
<td>33</td>
<td>18</td>
</tr>
<tr>
<td>Global Business Management</td>
<td>1080</td>
<td>39</td>
<td>20</td>
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<tr>
<td>Applied Foreign Languages</td>
<td>648</td>
<td>24</td>
<td>6</td>
</tr>
<tr>
<td>Optional Subjects</td>
<td>108</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2754</strong></td>
<td></td>
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<table>
<thead>
<tr>
<th>Cycle</th>
<th>Total Hours</th>
<th>% Credit Hours</th>
<th>Number of Subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial</td>
<td>1314</td>
<td>48</td>
<td>21</td>
</tr>
<tr>
<td>Higher</td>
<td>1440</td>
<td>52</td>
<td>26</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td><strong>2754</strong></td>
<td>100</td>
<td>46</td>
</tr>
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</table>

**International cultural studies:** the knowledge base required to understand human condition, intercultural relations, the extent of change and the speed and direction of global trends, together with the spiritual sensitivity to perform in all sort of organisations, together with a great dose of practical effectiveness.

**Global business management:** the training as a Global Player is aimed at those management skills and competencies needed to advise, assist and run complex organisations of different nature.

**Applied foreign languages:** language skills are essential to understand conceptual meaning criteria and to strengthen the coming together of human beings as producers of culture and wealth.

**Optional subjects:** students can choose from the different subjects offered in the curriculum in order to complete and further their professional profiles.
### International Cultural Studies Area

<table>
<thead>
<tr>
<th>Cultural Area</th>
<th>Society, Culture and Politics of the Cultural Area</th>
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<tbody>
<tr>
<td></td>
<td>Art of the Cultural Area</td>
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<tr>
<td></td>
<td>Linguistics and Literature of the Cultural Area</td>
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<tr>
<td>International Cultural and Social Studies</td>
<td>Foundations of Interculturality</td>
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<td></td>
<td>Interculturality and Epistemology</td>
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<td></td>
<td>Foundations of Political Science</td>
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<td></td>
<td>Foundations of Sociology</td>
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<td></td>
<td>Foundations of International Relations</td>
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<td></td>
<td>Economic and Social Geography of Argentina and the World</td>
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<td></td>
<td>Contemporary International Agenda</td>
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<td>Political and Social Processes of the Region</td>
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<td></td>
<td>Compared Cultural Studies</td>
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<tr>
<td>Humanities</td>
<td>Contemporary World Economic and Social Processes</td>
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<tr>
<td></td>
<td>Contemporary Argentinian Social and Economic Processes</td>
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<td></td>
<td>Art History</td>
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<td>Philosophy</td>
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<td>Theology</td>
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<td></td>
<td>Professional Ethics</td>
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### Global Business Management Area

<table>
<thead>
<tr>
<th>Accounting and Finance</th>
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<tbody>
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<td>Cost and Management</td>
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<tr>
<td></td>
<td>Corporate Finance</td>
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<tr>
<td>Economy</td>
<td>Foundations of Microeconomics</td>
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<td></td>
<td>Foundations of Macroeconomics</td>
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<td></td>
<td>International Economy</td>
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<tr>
<td>Intercultural Management</td>
<td>Introduction to Administration</td>
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<td></td>
<td>General Administration</td>
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<td></td>
<td>Human Resources Functions</td>
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<td></td>
<td>Strategic Direction</td>
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<td></td>
<td>Intercultural Negotiation</td>
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<tr>
<td></td>
<td>Intercultural Marketing</td>
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<td></td>
<td>Intercultural Communication</td>
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<tr>
<td></td>
<td>Intercultural Management</td>
</tr>
<tr>
<td>Information Systems</td>
<td>Applied Information Systems</td>
</tr>
<tr>
<td>Law</td>
<td>Elements of Public and Private Law</td>
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<tr>
<td></td>
<td>International Business Law</td>
</tr>
<tr>
<td>Mathematics</td>
<td>Statistics I</td>
</tr>
</tbody>
</table>
PARTNERSHIP AND ENTREPRENEURSHIP

As a result of the new forms of human relations in the twenty-first century, the extent of openness, tolerance and integration, LiGEI graduates are modern professionals, skilled in addressing individual and collective initiatives, with criteria of ecological sustainability, social awareness and responsibility and supportive contribution to the environment.

### Applied Foreign Languages Area

<table>
<thead>
<tr>
<th>Applied Foreign Languages Area</th>
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<tbody>
<tr>
<td>German</td>
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<tr>
<td>French</td>
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<tr>
<td>English</td>
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### Methodology Area

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<th>Methodology Area</th>
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<tbody>
<tr>
<td>Research Methodology</td>
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<tr>
<td>Final Degree Work Workshop</td>
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### Optional Subjects

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<tr>
<th>Optional Subjects</th>
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<tbody>
<tr>
<td>Optional Subjects I, II y III</td>
</tr>
<tr>
<td>Oratory Workshop</td>
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<tr>
<td>Cross-cultural Leadership</td>
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<tr>
<td>Business Intelligence</td>
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<tr>
<td>Cultural Industries</td>
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<tr>
<td>Business plan Workshop</td>
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<tr>
<td>Cultural Identity and global processes</td>
</tr>
</tbody>
</table>

### Degree

**Bachelor in Intercultural Economic Management**

### Orientations

- **Anglo Argentine LiGEI**
- **French Argentine LiGEI**
- **German Argentine LiGEI**
- **Argentine and Latin American LiGEI**
The curriculum clearly states the identity of the Degree in Intercultural Economic Management and, as a result, the research priorities are defined. They are specifically developed as Research Projects and Programmes and are also included by chairs in the subjects taught and they systematically guide all knowledge generation activities carried out by teachers and students.

These lines serve as a conceptual guide for the Final Research Work required to obtain the Degree, but respecting students’ freedom to choose the topics.

**Cross-cultural Management**: administration, management, finance, accounting information, leadership, communication, negotiation, international development of organizations and internationalisation strategies, transnational organizations, and international management technologies.

**Intercultural studies**: idiosyncratic, hermeneutical, historical and philosophical aspects, cultural industries, theory of integration, organisational culture, identity and subjectivity, achievement and impact on organizations.

**Cultural area**: as a framework for professional networking, for symbolic production, for the production of goods and services, to build associations with specific features and internal public policies in all areas of management, foreign relations, bilateral relations with Argentina past, present and contributions to the future.

**Contemporary international agenda**: An integral vision to analyse current and future international scenarios for decision-makers in all types of organizations.

**Epistemology of decision processes and Business Intelligence**: those elements necessary to produce knowledge autonomously and comprehensively and to apply them to support business decision making, from the implementation of a systematic methodology of business intelligence.

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**CONTACTS**

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Licenciatura en Gerenciamiento Económico Intercultural

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