



Johnson
Cornell
SC Johnson College of Business

NBA 5920: International Management Colombia trek

Spring Break 2024
1.5 credit units

March 30 – April 7

Faculty: Lourdes Casanova (lc683)

TAs: Camila Bernal and Carlos Bernós

Registration https://johnson.qualtrics.com/jfe/form/SV_do4ROjbl0pvDWKO



Agenda Colombia Trek

1. Trek leader
2. Why Colombia!
3. Consulting project
 1. **Collaboration with Universidad de los Andes**
4. Itinerary for the week
5. Budget
6. Important: Visa, Hotels, ect.
7. Q&A



Leader

Colombia

Project

Agenda

Budget

Visa & Plan

Q&A

Lourdes Casanova



Senior Lecturer and Gail and Roberto Cañizares Director EMI Johnson, Cornell University
248 Sage Hall

lc683@cornell.edu

Senior Lecturer and Director Emerging Markets Institute. Named one of 50 most influential Iberoamerican intellectuals and one of 30 most influential women intellectuals. Fulbright Scholar, masters University of Southern California, PhD University of Barcelona.

WORK

- Author Emerging Market Multinationals Report 2022, 2021, 2020, 2019, 2018, 2017 and 2016.
- Author copycats to Leaders: Innovation from Emerging Markets. Cambridge Uni. Press. 2021
- Co-author with A. Miroux: The Era of Chinese Multinationals. Academic Press. Elsevier 2019.
- Co-author : Entrepreneurship and the Finance of Innovation in Emerging Markets. Academic Press. Elsevier. J. Kassum: The Political Economy of an Emerging Global Power:. 2014
- Author Global Latinas: Latin America's emerging multinationals Palgrave Macmillan 2009.

Former member Global Agenda Council, Competitiveness in Latin America World Economic Forum for Mexico, Brazil and Colombia, B20 Task Force in G20 summit, Los Cabos (2012).

Board member Boyce Thompson Institute.

Co-founder curator Ithaca Hub of Global Shapers.

Op-ed writer Latin Trade, Agenda Publica contributor to CNN en español, El País and Voice of America.

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Colombia – A gem in Latin America



The gateway of South America: One of the biggest growth in the region. Learn about its real state, agriculture, manufacturing, energy, tourism, and new startups ecosystem.

	Colombia	In Latin America	World
Population	52million	3 rd	28 th
GDP nominal	USD 314bn	4 th	42 nd
GDP/Capita nominal	USD 6,131	15 th	84 th
Area	440K sq mi	5 th	25 th



- Amazing coffee and delicious food



- Warm and welcoming people



- Best music and dancers



- One of the most biodiverse countries, with rainforest, tropical beaches and the tall Andes mountains



- Dollar vs Local money (33% increase)

Colombia – A gem in Latin America



Warming people



Best Parties



USD \$8



Bogota



Cartagena



Andres - Restaurant

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Let's help with a Consulting project

*One of our goal as students is to provide non-profit advisory projects for local SME's. Deliverable: The power point with the recommendations about the projects will be presented to local owners/CEO's during the trip. We team up with local MBA students from **Universidad de los Andes** to get impact local businesses.*

Step 1. Let's start

Meeting with Universidad de los Andes and through him/her, contact the company
Briefing about the company
Discuss deliverable
Define issue, scope, formulate hypothesis
Data needed and resources
Discuss potential project specific methodologies
Project planning, design & schedule

Step 2. Analysis

Revenues, Production costs, Employee turnover, Process cycle time
Balance scorecard: Revenues, Earnings, Market share, Quality, Employee morale, Customer satisfaction metrics
Porter's five forces: Competitor rivalry, bargaining power of buyers, bargaining power of suppliers, threat of new entrants, threat of substitute offerings
SWOT analysis
Value Chain
Blue Ocean Strategy
Competitive advantage
Internationalization: Why, Where, How, When, What/who

Step 3 Final Presentation

Introduction: Reiterate in story form the subject and establish the relevant question or context
Logic: Each idea in the pyramid is logically related vertically to the idea above and horizontally to other ideas on the line
Grouping the Ideas on a line in one of three ways: time, structure or class order
Storyboard
The ideas are laid out to convey the solution or argument to the reader
Synthesize findings
Evaluate options
Develop recommendations and next steps
About 10 slides plus appendixes/additional information: 20' + 10' Q&A



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Examples of some projects in Colombia

Meeting with Minister of Economy Mauricio Cárdenas



You can make an impact in the life of

Companies that Cornell has impacted

How to expand a small shop

How to help improve productivity in coffee farm

How to increase sales of Colombian food products in Spain

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Draft Agenda

1 BOGOTA

2 MEDELLIN

3 CARTAGENA

fSaturday March 30	Sunday March 31	Monday April 1	Tuesday April 2	Wednesday April 3	Thursday April 4	Friday April 5	Saturday April 6	Sunday April 7 Easter Sunday
Breakfast together	Monserate - Train & Breakfast	9:00am Fedecafé, - coffee tasting Businesses and economy	Paz y Colombia (Jurisdicción Especial para la Paz - Fondo Colombia en Paz)	Flight to Medellin	Graffiti Day Medellin story	Flight to Cartagena	Islas del Rosario, Dinner	Free time
City Tour	Gold Museum	Private equity in Real State	Rappi/Bolsa de valores	Visit to companies		Free time		
Coffee tasting	Lunch - Ajiaco	Lunch - Luis Carlos Sarmiento	Claro, Ecopetrol.	Lunch	Lunch	Lunch		
Comida de Mar	Tejo Game Bueno	(TA Support) Company Projects	David Schnarch Company Projects Recommendations Dinner, Gaira Cumbia House	Lunch	Lunch			Free time
Catedral de Sal	Recommended Dinner at Daniel with Cornell alumni and prospective students	Dinner, Harry Sasson Bar Irish pub	Dinner, Gaira Cumbia House paRTY – Greengo house	Visit Museums Old town	Free time	Salsa Moves	Free time	
Andrés Carne de Res Party – Bar	Dinner, Harry Sasson Bar Irish pub	Dinner, Harry Sasson Bar Irish pub	Dinner, Gaira Cumbia House paRTY – Greengo house	Dinner	Party in Medellin	Free time	Dinner, Juan del Mar	Departure to the US, from Cartagena

- Fun in the city
- Training
- Consulting
- Night activities

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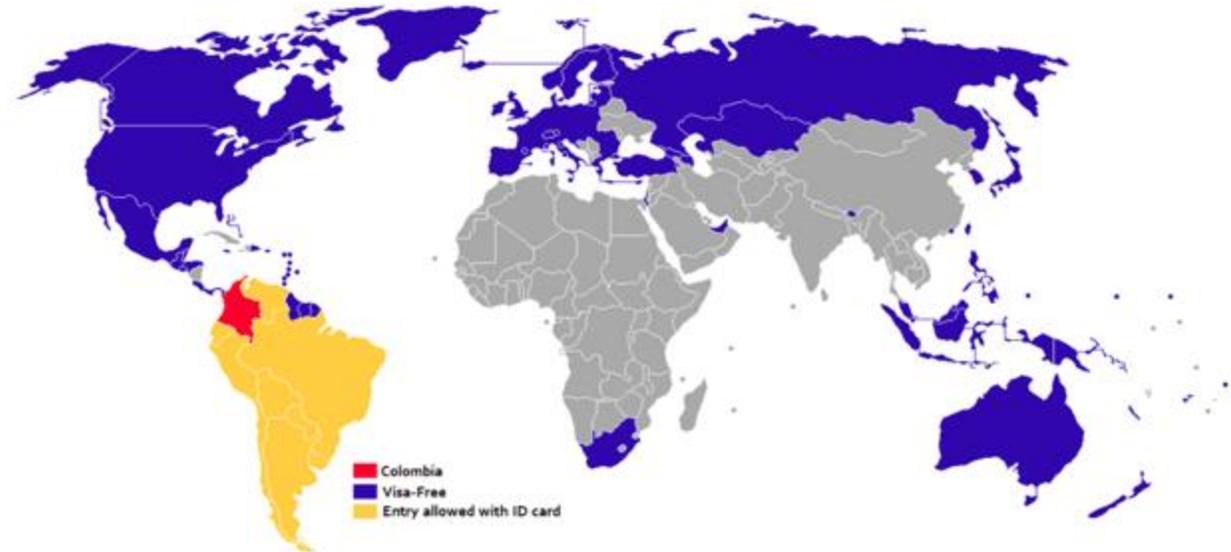
What you need to do

Visa most of you won't need a
VISA

Vaccines Please check with
Cornell's healthcare

VISA

*Holders of United States Visa or Schengen Visa, from the following countries are granted visa-free access
(updated information will be shared with the students)*



Security information

- Local emergency number in Colombia 123, local partner
 - In case of emergency please contact, Lourdes 607 229 52 51 and/or Chris Cook chris.cook@cornell.edu (security at Cornell)
- UnitedHealthCare (Global) US 1 800 472 09 06 Worldwide collect +1713 267 25 25
- Cornell University requires all students who travel abroad to register at the International Travel Registry. Please do so at: <http://travelregistry.cornell.edu/>
- ITARTapplication: <https://www.cuabroad.cornell.edu/index.cfm?FuseAction=PublicDocuments.View&FileID=7294>
- <https://global.cornell.edu/travelers/safety-and-security>
- Vaccinations
<https://wwwnc.cdc.gov/travel/destinations/traveler/none/colombia>

Safety and Miscellaneous

- You should not walk alone in the city, be at all times in pairs.
- Please disclose to faculty any mental conditions that prevent you from fully participating
- Be on time!
- We need to know where you are at all times.
- Sexual assault Cornell Policy.
- Clothing
 - Bogotá (40F-65F) One formal, otherwise: jeans, t-shirts, sweater, umbrella
 - Dress code: no sandals, shorts or hats
 - Cartagena (78F-88F) swimming gear.
- Carry ID + copy passport (not the original please)+ cash + emergency numbers and a note with the name/address of the hotel
- Students are not supposed to drive motor vehicles
- Alcohol be careful, no drugs
- While in Colombia, Local SIM card and/or take an international package, WiFi is available throughout: hotels, Universidad de los Andes...

More about Colombia!



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