

TINKUYPATA  
INTERNATIONAL  
CENTER



UNIVERSIDAD  
DEL PACÍFICO



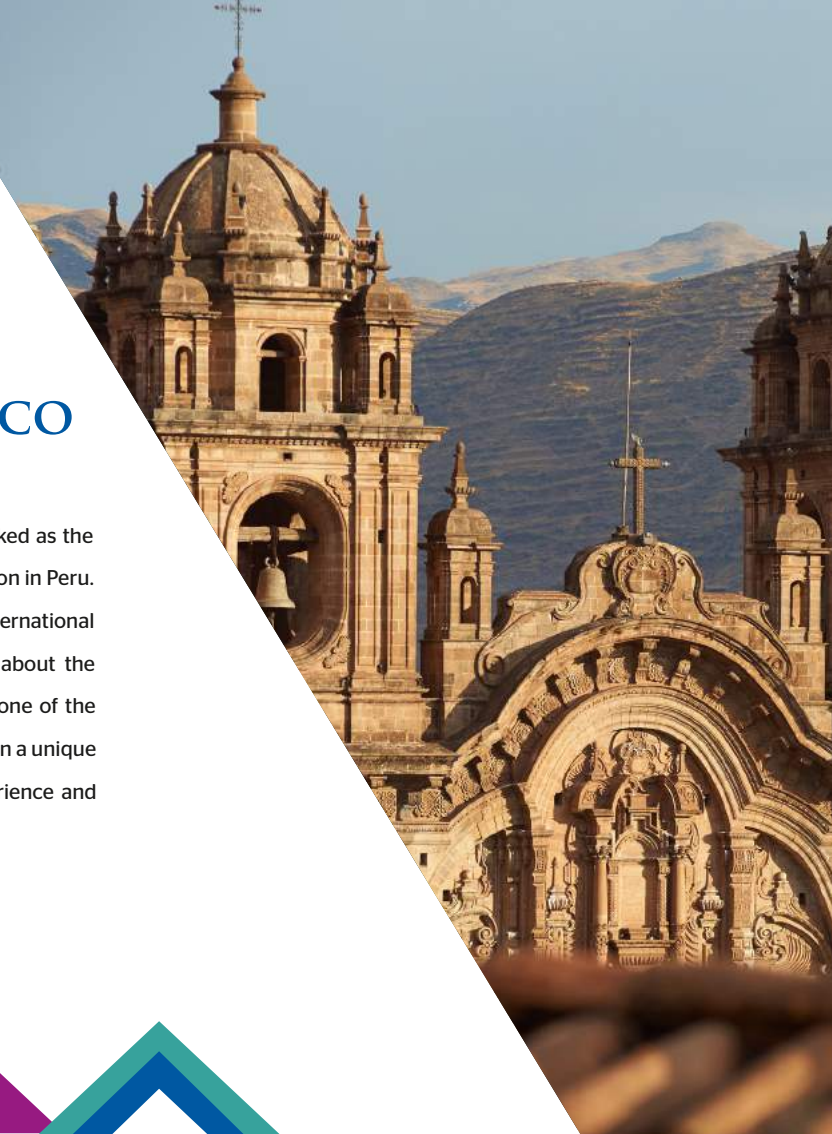
From local knowledge  
**TO GLOBAL  
BUSINESS**

July 4th to the 15th, 2016



# Welcome to UNIVERSIDAD DEL PACÍFICO

In the past three decades, Universidad del Pacífico (UP) has been ranked as the most prestigious higher education institution in its fields of specialization in Peru. Strengthening our internationalization efforts, UP has opened an International Program in Cusco to offer students the opportunity to learn more about the business environment in Peru and Latin - America, which comprises one of the most important emerging markets in the world. Participants will study in a unique archaeological, and historical setting, living a truly intercultural experience and obtaining academic credits.



# From local knowledge TO GLOBAL BUSINESS

This 2-week course offers a combination of specialized topics related to trade, entrepreneurship and international cooperation from the perspective of a developing country. Students will examine conceptual questions applied to practical cases in a real-world dimension, with the objective to produce adequate strategies for the international business environment; and will have the opportunity to participate in learning excursions, cultural workshops, and meet people from the entire world in one of the top destinations of Peru: Cusco.

## COURSE OUTLINE

### Module 1

- Emerging Markets: a global review
- International trade: How Latin America has gained space?
- Trade opportunity and barriers ahead
- International Cooperation is helping business development

### Module 2

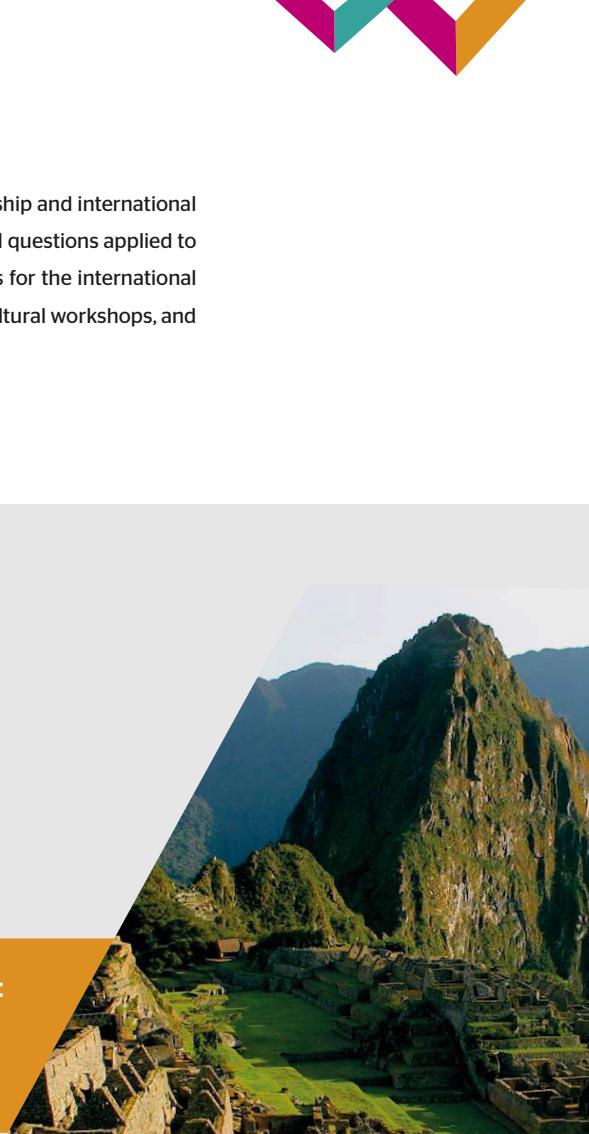
- Entrepreneur's advantages and disadvantages in an emerging market
- Peru: the opportunity ahead
- Entrepreneurship: local awareness
- Social and cultural conditions

### Module 3

- Visits to local companies

### REQUIREMENTS:

Undergraduate or postgraduate students of Social Sciences, Business, Economics and related fields.





Dates: July 4th to 15th, 2016

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Course load: 3 credits (45 hours)

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Application fee: US \$100.00

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Program fee for early bird & partner schools: US \$700.00

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Program fee for non partner universities: US \$850.00

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Services: Fee includes tuition, course materials, official transcripts, mentoring, extracurricular activities and visits to local enterprises.

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Application deadline for early bird & partner schools: March 31st, 2016

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Application deadline for students from partner and non-partner schools: May 30th, 2016

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Application documents:

- Registration form (to be downloaded from our webpage)
- Copy of valid passport
- 1 passport photo
- Copy of international insurance

## CONTACT INFORMATION:

Universidad del Pacífico

Summer Programs in Cusco - Tinkuyata International Center

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