

OFICINA DE  
RELACIONES  
INTERNACIONALES



UNIVERSIDAD  
DEL PACÍFICO

From local knowledge

▶ TO GLOBAL  
**BUSINESS**

JULY 2017

SUMMER PROGRAM IN CUSCO

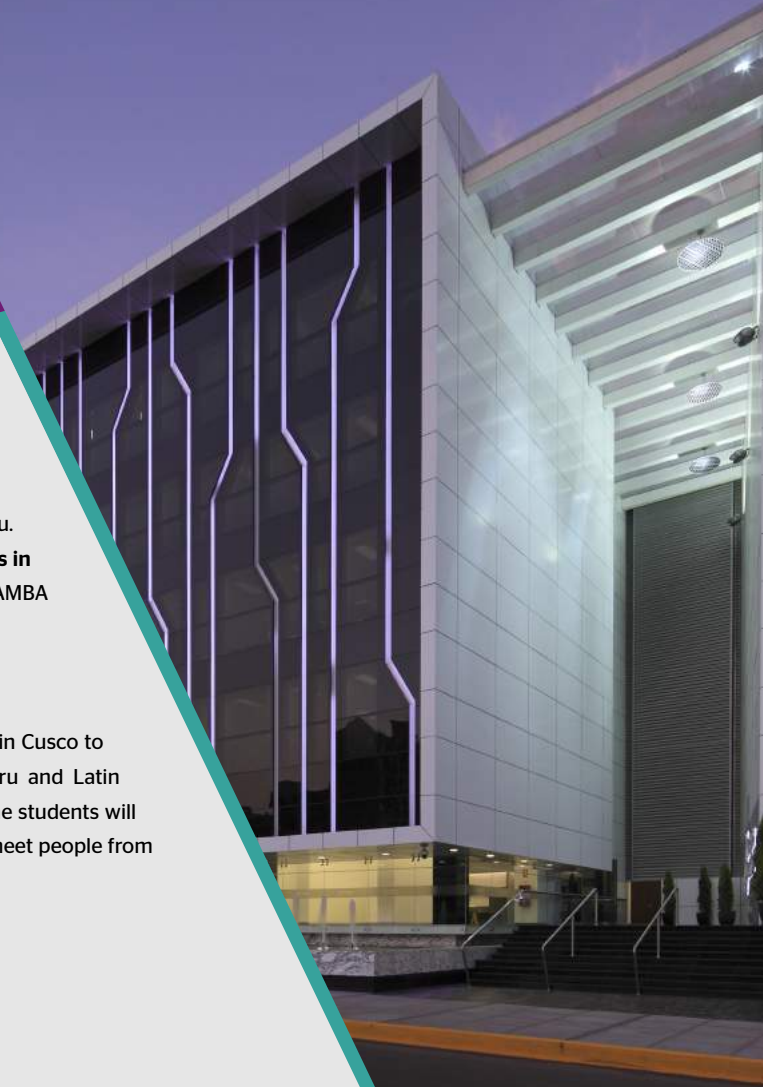
# Welcome to UNIVERSIDAD DEL PACÍFICO

Universidad del Pacífico (UP) is a private university established in 1962 by a group of Peruvian entrepreneurs supported by the Society of Jesus. Today it has become a specialized university in the areas of economics and management.

Over 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. Our Graduate School has been consistently included among the **Top 25 Business Schools in Latin America** throughout the last decade. We are also accredited by AACSB and AMBA

## INTERNATIONALIZATION

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. The students will have the opportunity to participate in learning excursions and cultural workshops, and meet people from the entire world in one of Peru's top destinations: Cusco.





# ACADEMIC STAFF

## Casafranca, Aguilar Fernando

School of Engineering - Universidad del Pacífico

### Academic Qualifications

Bachelor of Electronic Engineering Master of Business Administration (MBA) and Master in Technology Management from the University of Phoenix AZ (USA).

## Acosta Ruiz, Vanessa

School of Business - Universidad del Pacífico

### Academic Qualifications

Bachelor of Business Administration, Master in International Marketing (ESCP -EAP). Has experience in the area of marketing at Multinational Enterprises, in Consulting and Education.





## ACADEMIC PROGRAM

This 2-week course taught in English 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 of designing adequate strategies for the international business environment.

Participants will study in a unique archaeological and historical setting, have a truly intercultural experience and earn 3 academic credits.

### REQUIREMENTS:

Undergraduate or graduate students of the Social Sciences, Business and Economics fields.



“Thank you, I will be going home richer by means of culture, language and adventures!”

Jacqueline Hauptman - Maastricht University

## ACCOMODATION:

We provide help finding accomodation. Students usually stay in hostels or family houses around the main square.

\* All rooms are equipped with wired or wireless internet. For any additional information please contact: [ori@up.edu.pe](mailto:ori@up.edu.pe)



## KEY FIGURES:

In 2011, we became the first Peruvian university to earn accreditation from AACSB International for both our undergraduate and graduate programs. This places us among the leading universities and business schools in the world.

Universidad del Pacífico's educational model goes beyond the classrooms as it not only seeks academic excellence, but also commitment to service, continuous innovation and scientific research. Thus, it has specialized centers such as the **Research Center, the Center for Leadership, Ethics and Social Responsibility, the Entrepreneurship Center, the Innovation Center and the Center for Peru-China Studies.**

More than **20 YEARS** promoting international programs at UP and in the community. Every year we receive more than 400 international students.



# COURSE OUTLINE

The course is addressed to foreign students. The Summer Program is a chance for you to broaden your knowledge of management as well as to learn new cultures and meet people from different countries.

## Module 1 (am)

- 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 (am)

- Globalization and country factors (Social and cultural conditions)
- Investment Promotions and Trade Agreements
- Doing Business in Perú.
- Ethics & Social Responsibility

## Module 3

- Visits to local companies.
- Opportunity to visit touristic places like : Macchupichu & Sacred Valley

In this module students will experience the local culture in a different way through extracurricular activities such as dancing and cooking. They will also visit local businesses related to the textile industry, gastronomy and tourism and hospitality management.





Dates: July 10- 21st, 2017.

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Course load: 3 credits (45 hours). Full English.

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Application fee: US \$100.00

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Program fee for early bird & partner schools: US \$700.00 **Deadline:** March 31st, 2017

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Program fee for non partner universities: US \$850.00 **Deadline:** May 30th, 2017

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

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Optional: Trip to Cusco- Macchupichu: US\$ 535- approx. (accomodation, meals, entrances tickets, tour guide)

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Application documents:

- Registration form + 1 passport photo
- Copy of valid passport
- Copy of international insurance

## Contact information:

Universidad del Pacífico

Summer Programs in Cusco

Phones: 51 1 2190100 Ext. 5326 / 5324

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[www.up.edu.pe/international](http://www.up.edu.pe/international)

[www.facebook.com/UPInternationalOffice](https://www.facebook.com/UPInternationalOffice)

