



Universidad de
los Andes
SANTIAGO, CHILE



**FACULTAD
DE CIENCIAS
ECONÓMICAS Y
EMPRESARIALES**



**RELACIONES
INTERNACIONALES**

UANDES BUSINESS EXCHANGE SEMESTER

SANTIAGO - CHILE

➤ **Semester-long
Business program
in English Language
July - December 2015**





PROGRAM OVERVIEW

The UANDES BUSINESS EXCHANGE SEMESTER at Universidad de los Andes offers a unique experience to enhance business and economic knowledge as well as to learn Spanish in a great academic and cultural environment.

Students will have the opportunity to live one semester in Santiago, attend courses taught in English focusing on economics and marketing, plus a course of Spanish as a Foreign Language (Español como Lengua Extranjera, ELE).

The program is taught by UANDES faculty with international teaching experience and offers a combination of lectures, case studies, peer discussions and panels.

All classes are taught in English with the exception of the ELE Spanish course.

Program participants will:

- > Learn in a modern and scenic campus, led by a distinguished group of faculty
- > Learn or improve Spanish skills
- > Build a diverse network of talented peers from Latin America and abroad
- > Learn from a local perspective (Chilean and Latin American)
- > Study in a group with international and Chilean students

ABOUT OUR SCHOOL OF BUSINESS

Founded in 1992, the School of Business and Economics is ranked within the four leading Business Schools in Chile according on the National Admissions Test (2014). The School is well renowned in the local industry and provides good opportunities for internships in the best companies nationwide.

- > Strong focus on Business Economics
- > Personalized learning environment
- > Courses focus on business development and ventures
- > Interactive learning integrating case studies

WHY CHILE?

- > Economic and Political Stability
- > Quality education
- > Affordable cost of living
- > Climate of Santiago: Mediterranean (warm and dry summers/cold rainy winters)
- > Good Transportation: Bus, Subway, Taxi
- > Great tourist attractions
- > Volunteer activities
- > Active Social and Cultural life
- > Multisport options

ACADEMIC PROGRAM

The UANDES BUSINESS EXCHANGE SEMESTER is open for international and Chilean students, and is offered during our second semester (End of July to Mid-December 2015).

Students can take four or five courses in total from the following list:

- > Business Strategy
- > Marketing Research
- > Latin American Politics
- > Human Behavior and Leadership
- > Latin American Business and Development
- > Spanish for beginners: for students with no command of Spanish
- > Spanish intermediate: for students with an intermediate level of Spanish

Students with intermediate or advanced Spanish level, have the possibility of combining courses offered in Spanish Language, for example: Latin American Cinema, Latin American Culture and Identity, Business Communication and Effective Communication.

COURSE DESCRIPTIONS

BUSINESS STRATEGY

Course Description: This course builds on recent advances in economic theory, in particular, game theory, to study firms' strategic decisions and industry dynamics. The use of an economic framework, allows us to formally evaluate how firms implement and execute strategic decisions. This course seeks to build tools to answer questions such as: What allows certain firms in certain industries to succeed (earn positive economic profits) while other firms fail? Why can certain firms sustain their economic profits over long periods of time, while for other firms these profits quickly disappear?

Our focus will be on large strategic decisions that firms face, including entry into new industries, product positioning, firm size and scope, capital investment, etc., rather than more detailed day to day managerial issues. We seek broad principles which can be applied across many firms and markets.

ECTS Credits: 8



Professor: Claudio Lucarelli

Dean, School of Business and Economics, Universidad de los Andes.

Ph.D. Economics, University of Pennsylvania, United States.

Master of Arts in Economics, University of Pennsylvania, United States.

MARKETING RESEARCH

Course Description: This course aims to develop students' criteria for assessing the contribution and limitations of market research, and to develop the ability to conduct market research, from defining the problem to the analysis and interpretation of data and the formulation of marketing recommendations.

ECTS Credits: 8



Professor: Karin Jürgensen

Vice Dean, School of Business and Economics, Universidad de los Andes.

Master in Public Administration Sciences, Pontificia Universidad Católica de Chile

Business Administration Degree, Pontificia Universidad Católica de Chile.

LATIN AMERICAN POLITICS

Course Description: This course seeks to introduce the student to the different and most relevant political processes, institutions and policies adopted in Latin America, to give a general overview of the most important historical events and to understand their explanatory potential for the present political situation.

ECTS Credits: 4



Professor: Florencia Larraín

Master of Arts, European Political Sciences, University of Heidelberg, Germany.
Degree in Law and Social Sciences, Pontificia Universidad Católica de Chile.

HUMAN BEHAVIOR AND LEADERSHIP

Course Description: The organizations most likely to succeed are those capable of adapting to opportunities and changes in a complex business environment. An organization's capacity to learn and change is closely related to the behavior of its people and how they are managed. Therefore, this course examines how individuals, groups and leaders behave in an organization and how their behavior shapes structural, technological and cultural variables, and the organization's performance. Additionally, this course aims to stimulate the development of effective people management skills.

ECTS Credits: 4



Professor: Leonardo Liberman

Ph.D. International Management, IHRM, Division of Work and Organizational Psychology, Stockholm University, Sweden.

LATIN AMERICAN BUSINESS AND DEVELOPMENT

Course Description: Students taking this course will learn about the social and economic reality of Latin American economies, and in particular of Latin American businesses. We will begin by learning about the current state of thinking on economic growth. We will then discuss the current state of research on social policy, with particular focus on poverty alleviation. We will take a close look at the challenges faced by Latin America's largest economies, studying their economic structure more in depth. We will also provide case studies of Latin American companies, thinking critically about their strengths and weaknesses, and analyzing the challenges they face in an increasingly globalized world. Among other topics, we will study poverty, innovation, financing, trade, crime, corruption, and the rise of new global powers such as China.

ECTS Credits: 4



Professor: Juan Nagel

Master of Arts in Economics, University of Michigan, United States.
Economist, Universidad Católica Andrés Bello (UCAB), Venezuela.



The UBES' courses are very interactive and there is a lot of discussion and debate.

Vicente Barajas, United States.



ELE – SPANISH AS A FOREIGN LANGUAGE

a) ELE for Beginners

This Spanish course is directed towards those who are beginning their studies in the language and are interested in acquiring tools for effective communication in everyday contexts of social exchange. The interactive methodology of the course allows students to be able to understand and use basic expressions, incorporate relevant grammatical resources, use sociocultural interaction strategies and apply their knowledge in a real immersion context.

ECTS Credits: 4

b) ELE Intermediate

This reinforcement course will help students to identify and practice combined language skills components in order to integrate in an academic and social environment. This course will provide tools to make oral presentations in Spanish, to study a specific topic, and to solve communication problems in real situations. During the semester students will acquire skills for interpersonal communication and proactive strategies for their integration.

ECTS Credits: 4



Professor: Daisy Bravo

Degree in Linguistics and Literature, Degree in Education, Pontificia Universidad Católica de Chile.

GENERAL EVALUATION

Due to University guidelines, students must attend a minimum of 75% of classes. Students with less attendance cannot give the final exam.

Minimum exam grade to approve: 4.0

The Grade Point Average or GPA in Chile ranges from 1.0 up to 7.0.

COURSES SUMMARY

English courses:

Semester length: 17 weeks

Courses	Prerequisites	ECTS Credits	Number of sessions per week	Lecture time per week	Student preparation time per week	Recitations time per week
Business Strategy	Introduction to Economics	8	2	4 hours	10 hours	0 hours
Marketing Research	Introduction to Marketing	8	2	4 hours	8 hours	1 hour
Latin American Politics	Intermediate level of spanish	4	1	3 hours	5 hours	0 hours
Human Behavior and Leadership	None	4	1	2 hours	3 hours	3 hours
Latin American Business and Development	Introduction to Economics	4	1	3 hours	3.5 hours	1.5 hours



It's great to communicate in English, share with students from abroad and learn from their experiences.

Sebastian Calvo, Chile



PRACTICAL INFORMATION

IMPORTANT DATES

Orientation Week: July, 27th to 31st

Program Dates: August 3rd to December 14th

APPLICATION

Final Application Deadline: Late April 2015.

Applicants are encouraged to submit their applications as early as possible.

Documents Required:

- > Application form
- > Transcript of records
- > Letter of intention from the student
- > Passport photocopy
- > One ID size picture

Contact for applications:

Elena Blanch - Incoming Coordinator: mblanch@uandes.cl

All information available at <http://www.uandes.cl/study-in-chile>

LANGUAGE REQUIREMENTS

Beginner: Students with no command of Spanish are welcome to apply.

Intermediate: Students who want to apply to the intermediate level, should certify Spanish proficiency that corresponds at least to an upper-intermediate level. The home University can provide a language certificate for the student, which accredits that the student has done at least four semesters of Spanish or equivalent.

STUDENT VISA

A student visa is compulsory for students attending this program and must be requested in their home countries before arrival to Chile. During the Orientation Week, students will receive personal advice to undergo the next steps.



Our buddies are the best. They organize everything for you.
If you have any problem you can count on them!

Marion Keuschnig, Austria



TUITION

Tuition fees are waived for exchange students nominated by our partner Universities.

Program includes:

- > Application procedure
- > Course materials
- > Tuition for four or five courses, including Spanish
- > Student ID with access to library, sports and all campus facilities
- > Orientation week and integration activities during the semester
- > Certificate and Transcript of records

HOUSING

The International Relations Office can provide information and recommend students a list of housing options or agencies that provide a wide range of alternatives. Students can choose among a variety of options including homestay with Chilean families, residences or shared flats.

ORIENTATION ACTIVITIES

UANDES offers an orientation week at the beginning of the semester. It is a complete program that includes cultural trips, campus tour and information about the University. This week is a great opportunity to meet both international and Chilean Students and the International Office Team.

BUDDY PROGRAM

ARI (International Relations Association) is a students' association where Chilean and international students provide support to new international students in their immersion to the Chilean culture. They organize meetings, parties, barbecues, international dinners, etc. The Buddy program is supported by the ARI association and the aim is to improve the integration of exchange students. It involves UANDES students who voluntarily guide international students, communicating with them before their arrival to the country, giving them answers to their questions and accompanying and orienting them during their stay.

HEALTH INSURANCE

It is a mandatory requirement for students to have medical insurance with international coverage during their stay in Chile.

Health concerns:

No vaccines are required for Chile, but several are recommended.

These vaccines include the measles-mumps-rubella (MMR) vaccine, the diphtheria-pertussis-tetanus vaccine, varicella (chickenpox) vaccine, and a yearly flu shot.

COURSE DISCLAIMER

Credits earned vary according to the policies of the students' home institution. According to UANDES policy and possible visa requirements, students must maintain full-time enrollment status, as determined by their home institutions, for the duration of the program. Please note that some courses may have recommended prerequisite courses. It is the student's responsibility to consult any recommended prerequisites prior to enrolling in a course.

LOCATION

Santiago City

Santiago, capital of Chile, is a thriving and interesting city. With a population of six million, it offers all kinds of attractions and activities. You will find a modern city reflected in state-of-the-art buildings, subway and museums. Santiago also offers you the possibility to be part of a community that enjoys celebrating its national traditions and other outdoor activities.

At the beginning of the program, during July and August, students can go skiing to the ski centers located 40 minutes from our Campus. In September they will enjoy the Chilean national festivities such as Chilean rodeo and many typical festivals and celebrations. In November and December they will enjoy a spring-summer season.

Weather

Santiago has a Mediterranean climate with four well-defined seasons (which are the reverse of those in the Northern Hemisphere). The weather is comparable to central and southern California.

Our Campus

Located in the northeast side of Santiago de Chile, the 128-acre University Campus combines modern infrastructure with green areas where students can find all they need for learning, research, sports and extracurricular activities.



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UNIVERSIDAD ACREDITADA 5 AÑOS

Hasta diciembre de 2017.
Gestión Institucional, Docencia de Pregrado,
Investigación, Vinculación con el Medio y Docencia
de Postgrado.



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