



### program snapshot

- Intensive, three-week Spanish language course prior to the regular semester; Spanish for Business course with related company visits; and courses taken with Peruvian students in business administration, marketing, and economics
- Opportunity to work on a community business initiative and non-credit internship
- Field trips outside of Lima to a cultural and historical heritage site, such as Machu Picchu; visits to museums, theaters, and galleries; and excursions to such places as Lunahuaná, a town located in a river valley known for its natural beauty

### what you'll learn

The Business and Society program offers students studying business, economics, and related fields the opportunity to improve their Spanish language skills within a business context, as well as take courses alongside Peruvian students and learn about Peruvian society and culture. These goals are achieved through an intensive three-week Spanish language program before the regular semester begins, a Spanish for Business required course, an optional community outreach course, direct enrollment at the Universidad del Pacífico, and cultural activities.

## thoughts from abroad

Lima's burgeoning economy serves as the backdrop for you to perfect your Spanish in the business context and take economics and business courses alongside Peruvian peers on an urban campus. With 30 percent of the country's population, the capital city of Lima is perceived by many Peruvian rural migrants as an opportunity to escape poverty and achieve economic success. Inventive Peruvians continue to open new businesses in an emerging informal economy that is at times both organized and chaotic. You will have the unique opportunity to observe the realities of doing business in this enormous and challenging laboratory, in which business students routinely test their theories, and economic success in the global economy contrasts sharply with the everyday precarious situations of determined entrepreneurs.

— Melvin Ledgard, Resident Director

### About the Resident Director

Dr. Melvin Ledgard completed his B.A. in linguistics and literature at the Pontificia Universidad Católica del Perú (PUCP) and in 1995, he earned a Ph.D. in Hispanic Literature from the University of Texas at Austin. Dr. Ledgard has extensive experience with the U.S. university academic system, having taught undergraduate students for over nine years at UT-Austin and Pace University. In addition, he taught literature at the Universidad Ricardo Palma in Lima from 1985 through 1989. Since 1999, Dr. Ledgard has been teaching literature and film at PUCP. He has published three books, including a novel, and numerous articles on film, literature, and comics. He is fluent in four languages.

### About the Resident Coordinator

Marion Tizón earned her B.A. in Sociology and Anthropology from Swarthmore College in 2004 during which time she spent one year as an exchange student at the Pontificia Universidad Católica del Perú. She has volunteered as a mobility teacher for visually impaired and blind people at the Center for the Rehabilitation of Blind People and taught a leadership class for secondary students in Lima with a focus on teamwork and diversity awareness. After graduating, she worked for CIEE as the Enrollment Assistant for experiential programs. Most recently, Marion worked in the Employee Education and Development office of the University of Southern Maine before returning to work with CIEE in Peru.

## academics

### Academic Program

The Business and Society program at the CIEE Study Center in Lima, Peru was established in 2007. The program gives students the opportunity to improve their Spanish in the business context, to learn about Peruvian culture and society, and to take courses alongside Peruvians in the fields of accounting, business, economics in order to fulfill their degree requirements. In addition, it gives students the opportunity to observe and even participate in Peru's economy and business management practices through company visits and such community engagement activities as an optional non-credit internship.

### Academic Culture

Classes at UP tend to be smaller and more innovative than other traditional Latin American universities. Courses include lectures, discussion, group work, and student presentations. In addition, some courses are held in a seminar format, emphasizing the use of case studies and technology. Subjects are taught by well-known teachers from both the business and academic communities who combine a theoretical foundation with experiential knowledge. The average class size is 20 to 30 students. In many classes, CIEE students may be the only foreigners. A year-long program of study in Lima can begin either during the North American fall or spring semester. Academic year students who begin their study during the North American fall semester have a three-month break between semesters and are encouraged to travel in Latin America or participate on the Spanish Language program at the CIEE Study Center in Guanajuato, Mexico. There is a break of about two weeks between the spring and fall semesters.

The first semester of the academic year in Lima begins in early March and ends in mid-July, and the second semester begins in late July and ends in early December.

### Nature of Classes

Participants enroll directly in host University courses and take classes with Peruvian students. In addition, participants are required to take Spanish language courses taught by faculty of the highly recognized language institute at the University with other international students.

### CIEE Community Language Commitment

Students take part in the CIEE Community Language Commitment by speaking Spanish at all times [except in emergencies]. This fosters a learning community that contributes to both Spanish language proficiency and understanding of Peruvian society.

### Grading System

Generally, students are evaluated on two to three assignments including quizzes, mid-term and final exams, or final papers. Students must take exams at the regular exam time and turn in all work on time. The Peruvian grading scale goes from 1 to 20, with 11 the minimum passing grade. CIEE converts grades and credits to the U.S. system.

Grades for Semester I (North American spring) should arrive on campus by late September, and grades for Semester II (North American fall) arrive on campus by late March. Graduating seniors or others concerned about the timing of receiving grades need to take this into consideration when choosing this program.



## about lima

Lima's colonial legacy is reflected in the location of its main square on the banks of the city's major river, in its numerous ornately constructed baroque churches, and in its historical homes with elaborately carved wooden balconies. A city of eight million, with neighborhoods sprawling out from the colonial center, Lima is peppered with archaeological sites. One need only to listen to Peruvian music, eat Peruvian food, and learn about its fascinating history and culture to observe the blending of indigenous, African, Spanish, European, and Asian cultures.

## where you'll study

The Universidad del Pacífico (UP) was founded in 1962 by a group of Peruvian entrepreneurs. A private Jesuit university, UP is well known for its accounting, business, and economics fields of study. There are approximately 1,600 undergraduate and 500 graduate students enrolled, with a teaching staff of 150. CIEE students have access to the University library, its computer lab, and student cafeteria. UP is located in the Jesus María neighborhood, a downtown district with many restaurants and Internet cafés.

## living

### Housing and Meals

Students live in private Peruvian homes. Housing, three meals per day (at the homestay), and laundry costs are included in the program fee. Calendar year students participating in the program from February to December may remain with the host family at no additional cost. Academic year students are responsible for housing and meals during the break between semesters.

The homestay is essential to the students' learning process and integration into life in Lima. The opportunity to live with a Peruvian family not only allows students to deconstruct stereotypes and to observe real life in action, but it also creates opportunities for students to talk about issues presented in their courses and to practice their Spanish language skills. Homestays also provide a unique source for learning about Peruvian culture and for personal growth.

### Online Pre-Departure and On-Site Orientations

Students begin their study abroad experience in Lima before even leaving home—by participating in a CIEE Online Pre-Departure Orientation. Meeting with students online, the Resident Director shares information about the program and site, highlighting issues that alumni have said are important, and giving students time to ask any questions before leaving home. The online orientation allows students to connect with others in the group, reflect on what they want to get out of the program, and learn what others in the group would like to accomplish. The CIEE goal for the pre-departure orientation is simple: to help students understand more about the program and site, as well as their goals for the program, so that they arrive to the program well-informed and return home having made significant progress toward their goals.

The two-day mandatory orientation session conducted in Lima at the beginning of the program introduces students to the city, the culture, and the academic program, as well as provides practical information about living in Lima. A mid-semester workshop and the re-entry workshop held at the end of the semester are designed to assist students with cross-cultural adjustment and adaptation. Ongoing support is provided on an individual and group basis throughout the program.

### Internet

CIEE students receive a UP email address through which they have access to University computer labs. The entire campus is wireless, so CIEE strongly encourages students to bring wireless-enabled laptops. Nearby Internet cafés are also readily available for inexpensive access to the Internet.

## immersion

### Community Involvement

The Universidad del Pacifico aims to instill the values of social consciousness and corporate responsibility in its students, so participants are strongly encouraged to take a course called *Proyección Social* (Community Outreach).

In this course, students become advisors for entrepreneurs who are working in impoverished areas of metropolitan Lima. They help these small businesses organize their firms and design their business and marketing plans. This experience provides CIEE and Peruvian students a firsthand approach to the informal economy of developing countries like Peru, along with an understanding of how an economy based on small enterprises functions. Furthermore, students have the option to put their social consciousness to practice through a non-credit, extra-curricular internship as part of the *Proyección Social* course.

## culture

### Cultural Activities and Field Trips

The program includes visits to sites of historic and cultural importance in Lima and its environs. These activities vary each semester and could include visits to the colonial center of Lima, the archaeological site Pucllana, and el Museo de Arte, among other places, as well as a folkloric music and dance show, a music and dance workshop, and professional soccer games.

In addition, there is a longer field trip to give students the opportunity to explore the history and culture of Peru through lectures and tours by locals. This usually includes excursions to Cuzco and Machu Picchu. Other shorter excursions may include a visit to the archaeological city of Pachacámac and to Lunahuaná, a town in a river valley known for its natural beauty.

## duration

### Fall

20 weeks: late July–early December

### Spring

20 weeks: early March–mid-July

### Academic Year

52 weeks: late July–mid-July

### Calendar Year

42 weeks: early March–early December

## winter break

Take advantage of your winter break at another CIEE Study Center and immerse yourself in yet another culture during your study abroad experience.

### Guanajuato, Mexico

Spend three weeks in January studying Spanish language. The CIEE Community-Based Spanish course is linked to interactions in town, providing opportunities to use your Spanish in authentic native environments while learning about Mexican culture. See page 77 for details.

## company visits

A series of company visits are organized by CIEE to complement students' academic studies, giving them firsthand exposure to business in Peru. These may include visits to national and multinational corporations, the customs bureau, the stock exchange, NGOs, micro-business endeavors, and private foundations.

## eligibility

- Overall GPA 2.75
- 5 semesters of college-level Spanish or the equivalent
- 3 semesters of college-level micro- or macroeconomics, accounting, finance, management, marketing, or statistics
- Spanish language course within the past year recommended

## costs

### CIEE Fees

Fall 2009: \$11,750

Spring 2010: available 8/15/09

Academic Year 2009–10: \$21,150

Calendar Year 2010: available 8/15/09

The CIEE fees for 2009–10 include tuition, optional on-site airport meet and greet, fulltime leadership and support, housing, all meals (at homestay), orientation, cultural activities, local excursions, a longer trip to a site of cultural importance (such as Machu Picchu), pre-departure advising, comprehensive student handbook, and a CIEE iNext travel card, which provides insurance and other travel benefits.

### Estimated Additional Costs (Fall 2009)

Transportation	\$ 900
(Round-trip based on U.S. East Coast departure)	
Personal Expenses	\$ 1,700
Books and Supplies	\$ 200
Local Transportation	\$ 650
Visa Fee	\$ 30
<b>Total Estimated Additional Costs</b>	<b>\$ 3,480</b>

Check our website for current fees.



## coursework

### Program Requirements

All students take a required, intensive three-week Spanish language session at the start of the semester. During the semester, students are required to take Advanced Spanish for Business and three to four direct enrollment courses, one of which must be focused on Peru or Latin America.

### Credit

Total recommended credit for the semester is 15–22 semester/22.5–33 quarter hours and for the year is 30–44 semester/45–66 quarter hours.

The majority of UP courses are 45–60 contact hours and recommended credit is 3–4 semester/4.5–6 quarter hours per course.

### Language of Instruction

Spanish

### Faculty

All courses are taught by UP faculty.

## courses

### Universidad del Pacífico—Courses for International Students

#### Required Intensive Spanish Language Courses

Upon arrival, students are given a language placement exam to determine which language course they will need to take during the three-week intensive language program.

#### Intensive Intermediate Spanish

#### Intensive Advanced Spanish

These courses emphasize grammar applied through oral production. Reading, writing, and listening comprehension activities are included to reinforce the oral exercises. Contact hours: 45. Recommended Credit: 3 semester/4.5 quarter hours.

#### Required Semester Spanish for Business Course

#### Advanced Spanish for Business

This course consists of an analysis of vocabulary and grammar related to various fields in the business world (marketing, finance, management, administration, etc.) in Spanish. The course teaches extensive practical and formal vocabulary, enabling students to understand and analyze various types of essays, documents, and articles common to the business world. In addition, students learn strategies for reading and analyzing business texts, as well as develop essential skills for producing professional business essays and reports. Special focus is placed on the use of technical vocabulary and proper grammar in a business context. Contact hours: 45. Recommended Credit: 3 semester/4.5 quarter hours.

### Universidad del Pacífico—Direct Enrollment Courses

The following list is a representative sampling of courses available at UP. Not all courses are available every semester. A final list of courses is available in Lima during the first two weeks of the program.

#### Accounting

Capital Markets  
Corporate Finance  
Derivative Instruments  
Financial Accounting I and II  
Financial Systems  
International Finance  
International Finance Management  
Investment Decisions  
Public Finance  
Quantitative Analysis in Finance  
Risk Management

#### Business

Brand Management  
Consumer Behavior  
Customer Relationship Management  
E-Marketing  
Global Marketing  
Information Systems  
International Business Law  
International Commerce  
Introduction to Business I  
Management I  
Management of International Businesses  
Managing Export Markets  
Marketing  
Market Research  
Negotiations in International Commerce  
New Product Development  
Operations Administration  
Organizational Human Behavior  
Strategic Marketing

#### Economics

Contemporary Global Economics  
Decentralized and Urban Economics  
Dynamic Macroeconomics  
Economics I and II  
Economic Development Theory



(courses continued from previous page)

Economic Regulation Theory  
Economics of Natural Resources  
History of Economic Thought  
History of Peruvian Economics  
Institutional Economy  
International Commerce Theory  
International Political Economics  
Investment Decisions  
Labor Economics  
Macroeconomics I and II  
Macroeconomic Models in Latin America  
Macroeconomics in an Open Economy  
Microeconomics I and II  
Monetary Theory  
Political Economics  
Public Economics

### Mathematics

Mathematics I  
Mathematics for Economists  
Statistics I and II

### Peru-Focused Courses

Students must register for a minimum of one course related to Peru or Latin America, such as the following:

20th Century Peruvian Literature  
Contemporary Peruvian Culture  
History of Peruvian Economics  
Peruvian Anthropology  
*Proyección Social* (Community Outreach)  
Seminar: U.S. and Peruvian Relations



### a student's story

In my five months living in Lima, Peru, I saw, experienced, and lived more than I ever thought possible.

I chose the CIEE business and society program because it fit my academic goals. I took business courses to finish my minor, but in Spanish, effectively letting me learn two things at once. What I did not realize however, is that life in Lima would be so much more than just a couple of courses. It hit me on the first day of classes, all but one of them direct enrollment, where I was usually the only foreigner in the room and we had to form groups to work with for the entirety of the semester. Sitting in my marketing class, one of the girls turned to me, knowing I had no idea what was going on, and told me she had already added “the gringo” to her group. “Oh”, I thought, “well at least I have someone to work with now!” What I didn’t know was that over the course of the semester she and I would become close friends.

In the country where traditional dress is everyday dress, where hundreds of thousands of people still speak Quechua, the language of the Incas, I interviewed marketing executives and wine importers, and wrote reports on the current state of the tourism industry in the country. I wrote a midterm paper on the financial crises in the United States and had to explain to dozens of people who I was voting for in the presidential election and why. For five months I lived Peru’s blend of developing nation and historical gem of South America.

The study abroad life is what you put into it. I put in my passion and all of my effort, and out came amazing journeys, great memories, and lifelong friends. Never have I studied so hard, seen such beautiful sights, or had so much fun. My experience has been so rewarding that I know it will not be my last. Maybe I will end up living in another country after college, maybe I will end up back in Peru, I do not know. The only thing that is certain is that I pushed the limits of my own existence, I found the academic challenge I was looking for, but what I didn’t expect was the way that studying in Peru challenged me mentally and emotionally, making me a more independent and conscious person.

— John Vankat, Pacific Lutheran University