



UNIVERSIDAD
SAN IGNACIO
DE LOYOLA

Course Catalogue

USIL Lima

2017/2018



Welcome to Lima

As a fascinating country with a long history, Peru possesses a wealth of diverse attractions, offering visitors countless ways to enjoy a unique experience in a single destination. For travelers interested in history, culture, nature or adventure, Peru has something for everyone. And then, of course, there is Peru's world-renowned gastronomic tradition, which is a fusion of native traditions with European, Arabic, Chinese, African and Japanese cuisine. This combination of foods and flavors from five continents, molded into a single tradition, places Peruvian cuisine among the finest and most diverse in the world.

We invite you to study in Lima, one of the most important cities in the Americas. Founded on January 18th, 1535, Lima now welcomes visitors from all over the world. This vast metropolis of around ten million inhabitants has grown around a historic center, which UNESCO has declared a World Heritage Site. The city's attractions include splendid examples of colonial-era architecture, such as the Cathedral, the churches of Santo Domingo and San Francisco, and elegant mansions with carved wooden balconies. The city also boasts a number of pre-Inca archaeological sites, such as Huaca Pucllana.

Visit Lima and share the USIL experience with classmates from more than forty countries. Discover a diverse nation and learn about the history and living culture of Peru...





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About our university



Study abroad programs

- ▶ Semester in Lima 1: March - July
- ▶ Semester in Lima 2: August - December



Our campuses

▶ Fernando Belaúnde Terry campus - C1

In the heart of the La Molina district, named after the former president of Peru, Fernando Belaúnde Terry.

▶ Miguel Grau campus - C2

Only one block from Campus 1, is the Miguel Grau campus, named after one of Peru's national heroes, Miguel Grau.

Infrastructure of the campus

- ▶ Classrooms, workshop, wine tasting classroom, hotel classroom, gastronomy room.
- ▶ USIL Business School - study room.
- ▶ Conference room, auditoriums, main hall: designed for conferences, seminars, symposia, events, etc.
- ▶ Library: access to bibliographical material and documents.
- ▶ Specialist laboratories for all majors and courses.
- ▶ Technology platform and computer rooms.
- ▶ TV, radio and cinema services.
- ▶ Gym and sports facilities.
- ▶ Chapel.
- ▶ Nursing station.
- ▶ Restaurant and cafeteria.
- ▶ Parking facilities.
- ▶ Copy center.



▶ Pachacamac campus

Located approximately 25 kms from Lima.

- ▶ Classroom and workshops.
- ▶ Multipurpose room.
- ▶ Library.
- ▶ Engineering department lab.
- ▶ Specialist laboratories for all courses and majors.
- ▶ Agribusiness plant.
- ▶ Soccer pitch and volleyball court.
- ▶ Nursing station.
- ▶ Cafeteria.
- ▶ Parking facilities.
- ▶ Copy center.

* USIL buses are provided for students who have courses on their schedules at this campus.

1. Fernando Belaunde Terry, Campus 1

2. Miguel Grau, Campus2

3. Pachacamac, Campus

USIL student life

Studies are complemented by sports and cultural activities designed to improve the quality of life of our university community.

Sports

- ▶ Female Basketball – Team USIL
- ▶ Basketball – Mixed Workshop
- ▶ Male Basketball – Team USIL
- ▶ Capoeira
- ▶ Soccer – Team USIL
- ▶ Female Indoor Soccer (Futsal)
- ▶ Male Indoor Soccer (Futsal)
- ▶ Judo
- ▶ Karate – Mixed Workshop
- ▶ Tae Kwon Do – Taller Mixto
- ▶ Rugby – Mixed Workshop
- ▶ Female Volleyball – Team USIL
- ▶ Male Volleyball – Team USIL
- ▶ Volleyball – Mixed Workshop
- ▶ Table Tennis
- ▶ And more!!

Artistic Activities

- ▶ Modern dance
- ▶ Choir
- ▶ Instrument classes
- ▶ Afro-Peruvian dance
- ▶ Salsa
- ▶ Bachata
- ▶ Theater workshop
- ▶ Effective communication workshop
- ▶ Traditional tuna music
- ▶ Peruvian music
- ▶ Guitar, Peruvian box-drum and singing
- ▶ Peruvian dance
- ▶ Marinera dance
- ▶ Painting
- ▶ Folkloric dance casting

Cultural Activities

CULTURAL MONDAYS, WEDNESDAY
MOVIES, LECTURE CLUB:

- ▶ Roundtable discussions
- ▶ Documentaries
- ▶ Music concerts
- ▶ Photographic exhibitions
- ▶ Film club



USIL Ambassadors Club

Dealing with cultural differences, homesickness and getting acquainted with the local regulations are challenges that international students can cope with more effectively if they count with a proper support system. Therefore, for enhancing our international students' experience, in 2014 we created our university's International Club, USIL Ambassadors.

The members of our club are talented students who are interested about foreign cultures, languages and who are service oriented. Every USIL ambassador goes through a competitive selection process and has to complete thorough training program to become a member of the club. During the program they learn to develop soft skills, intercultural communication habits and are prepared to support to our international students in their adaptation process to our country, our city and our university.

Every semester USIL Ambassadors provides our international students with an interesting activity program. For getting them acquainted to the city, we organize touristic visits to the main attractions of Lima such as Downtown Lima, the Water Fountain Park, Barranco, Miraflores and the Constitutional Province of Callao. In order to provide a more authentic experience of Peruvian culture we have organized visits to cultural performances, Peruvian cuisine festivals and museums. We have also organized volunteering activities where our international students have had a constructive engagement with underprivileged communities and strengthened their social commitment.

In addition to the formal events, our club regularly organizes informal activities organized by the members of the club such as potluck dinners, film watching, sport matches and social gatherings. These events bring together our international students with our members, creating unforgettable memories and long lasting friendships. It is also important to note that USIL Ambassadors' members and international students are frequently invited to participate in cultural and social events organized by foreign embassies, broadening their networks and enriching their experience.



List of Courses



English Language department

English for Business

Area of study: English IV
4 credits

This course is designed to improve the four language skills (reading, writing, listening and speaking) in business situations. Emphasis is placed on the development of key vocabulary as well as communicative language functions that will enable students to deal with different types of business scenarios. Research skills at academic level will be developed throughout the semester (process & product writing), and the course will conclude with the submission of an academic essay and its corresponding formal oral presentation.

English for Psychology

Area of study: English IV
4 credits

This course is designed to develop and strengthen oral and written communication skills in psychology-related topics. Emphasis is placed on the development of language skills (listening, speaking, reading and writing), enabling students to deal with different types of scenarios within the field of psychology, as well as acquiring the key vocabulary necessary for knowledge of the field and communication with fellow students and future international colleagues. The course also addresses the need to enhance presentation skills, including poise and confidence in presentations, as well as the principal features and format of academic writing (the essay).

English for Hospitality and Tourism

Area of study: English IV
4 credits

English for Hospitality and Tourism is a course designed to provide practical experience through interactive material for hospitality and tourism industry students. These activities will prepare students to cope with future coursework in English and for future employment within these sectors. Each module covers a particular area of either hospitality or tourism: e.g. what tourism and hospitality involve, different types of specialized tourism, and how management principles can be applied to both sectors. Research skills at academic level will be developed throughout the semester (process & product writing), culminating with the submission of a written research project and its corresponding oral presentation.

English for Engineering

Area of study: English IV
4 credits

The aim of this course is to cover the core language skills that students will need to communicate successfully in technical and industrial contexts. Emphasis is placed on the development of topics common to all kinds of engineering fields. Authentic activities –from describing technical problems and suggesting solutions to working with drawings– make the course relevant and motivating.



Argumentation and Debate

Area of study: English V
4 credits

This course is designed to introduce students to the principles, practices and concepts of argumentation and debate. The course is essentially a performance course, with considerable class time devoted to public presentations, small group interaction, formal argument preparation, persuasion strategies and debate exercises.

Advanced Reading and Writing

Area of study: English V
4 credits

The aim of this course is to polish and further develop reading and writing skills at the high intermediate level, in order to help students succeed when dealing with different texts of an academic nature.

Advanced Listening and Speaking

Area of study: English V
4 credits

The aim of this course is to polish and further develop listening and speaking skills at the high intermediate level, in order to help students communicate more naturally when addressing a wide variety of topics.

Public Speaking

Area of study: English V
4 credits

This course is designed to provide students with the fundamentals of communication, including speaking and listening. It will examine the basic elements of research, construction and delivery of original public presentations. By understanding the components that go into a good speech, individuals will appear more confident in their presentations. The goal of the course is to incorporate typical speaking assignments into situations students can expect to face in their personal and professional lives.



Introduction to American Literature

Area of study: English VI
4 credits

The purpose of this course is to introduce students to the study of American literature's major texts, analysis of their cultural and historical context, and the literary styles of their respective authors. Students will also be encouraged to explore a rich cultural heritage, as well as to develop a genuine appreciation for American authors and works that have become a part of world literature.

Introduction to British Literature

Area of study: English VI
4 credits

The purpose of this course is to introduce students to the study of British literature's major texts, analysis of their cultural and historical context, and the literary styles of their respective authors. They will also be encouraged to explore a rich cultural heritage, as well as to develop a genuine appreciation for some of the most time-honored works of art in the English language.



General Education



Ethics

Area of study: General Education
4 credits

This course on Ethics aims to guide students through a comprehensive analysis of the major ethical issues in our globalized world. We will employ an analytic philosophical methodology, using the traditional tools of secular ethics. The course will consider moral issues from a theoretical standpoint (systematic and principle-based) and through case studies; in this way, we will endeavor to remain as receptive as possible to the issues submitted by students, while at the same time our analyses will recognize the importance and relevance of ethical theories within the deontological and utilitarian ethics traditions. Students will be encouraged to develop skills in critical thinking, ethical and philosophical analysis and verbal expression, making them more able to recognize ethical issues arising from a variety of professional and social contexts, and to recognize value conflict and potential ways of resolving such conflicts in a multicultural environment such as Peru.

National Reality and Globalization

Area of study: General Education
4 credits

National realities and globalization is a practical course which encourages students to investigate, identify and analyze information, and to critically interpret the impact of globalization processes on the ecology, economy, social and cultural network of a mega diverse, multilingual and multicultural environment such as Peru. Special emphasis will be placed on ecology, economics, culture and globalization, the potential of Peru's overall development and its relationship to the major trends emerging in our twenty-first century world.

Introduction to Social Sciences

Area of study: General Education
4 credits

Introduction to Social Sciences is a theoretical and practical course providing a critical examination of the main contemporary social phenomena. The course aims to promote a critical approach to the challenges faced by our contemporary world, through a social sciences based methodology. Throughout the course, the students will be encouraged to develop a deeper understanding of the objectives and benefits of the social sciences, based upon three axes: 1) individual and society; 2) sustainable development and politics; and 3) ideology and culture.



College of Hospitality Management, Tourism Administration and Gastronomy



Food and Beverage Service Operations

Area of study: Gastronomy and Restaurant Management
3 credits

This conceptual and practical course, developed within the methodological context of simulated and real situations in Food and Beverage Operations, offers an insight into the daily management practices related to operational and administrative procedures. Teamwork techniques will be applied during the course.

Food and Beverage Marketing

Area of study: Gastronomy and Restaurant Management
4 credits

Theoretical and practical course, in which the student is encouraged to identify and recognize the concepts, strategies and basic tools that enable an understanding of the development of this functional area and its relevance to the food and beverage organization sector. Concepts of marketing, consumer behavior, segmentation and market research, positioning strategies, and analysis of the retail mix in the service sector with an emphasis on food and beverages are addressed, allowing students to interpret situations encountered within this discipline.

Logistics for Food and Beverage Operations

Area of study: Gastronomy and Restaurant Management
4 credits

Theoretical and practical course, the main purpose of which is to apply the principles of logistics management, purchases and inventory control to the daily operations of the food and beverage industry. Through the different topics discussed during the course, students will be encouraged to address important concepts such as: inventory control, supply chain management and the overall organization of the purchasing department, as well as administrative and operational procedures.

Food and Beverage Equipment and Planning

Area of study: Gastronomy and Restaurant Management
4 credits

The main purpose of this conceptual and practical course is to apply the principles of design and equipment in different food and beverage operations, through the imparting of knowledge associated with projects, layout, budget development, equipment and furniture.

Food and Beverage Science

Area of study: Gastronomy and Restaurant Management
3 credits

Through applied theory, students on this course will receive an introduction to food science, enabling them to identify the molecular components of foods and describe the relationship between these components and food processing. Students will be encouraged to identify the components of the production process, as well as the handling and preservation of food. The course will also focus on issues related to new technologies, safety and legislation

Food Culture and Gastronomy

Area of study: Gastronomy and Restaurant Management
3 credits

Theoretical and practical course, the purpose of which is to offer a general understanding of different processes such as the creation of culinary techniques, food production, elaboration of beverages and the major gastronomic traditions throughout the history of mankind. The course adopts a socio-historical approach to the world of gastronomy, seeing it as an integral part of culture across a range of human social structures. By the end of the course, students will be able to recognize the different opportunities and potential of the Food and Beverage industry.

Culinary and Food Tourism

Area of study: Art, Art History, Latin American Studies, Peruvian Studies
2 credits

This theoretical and practical course aims to assess the gastronomic cultural heritage of different regions within Peru and their potential as tourism resources, while exploring gastronomic routes and destinations. The course focuses on showcasing the richness of regional traditions through their cuisine or diet, offering an overview of the historical and anthropological evolution of the peoples of these regions, and providing an introduction to the enormous variety of Peruvian regional gastronomy, while highlighting the concept of identity generated by such traditions. The course also focuses upon the profile of the gastronomic client, analyzing their expectations and exploring how gastronomy can function as a vehicle for tourism and overall regional economic development. Finally, the course offers an insight into the gastronomic tourism currently available both nationwide and worldwide, investigating study cases of global success and potential development opportunities.





Service Management

Area of study: Hospitality Management
4 credits

The purpose of this theoretical and practical course is to introduce students to those concepts, methods and systems which ensure quality service, through an understanding of the direct impact on customer satisfaction and loyalty of an establishment's approach to the concept of service. The course seeks to raise awareness among students concerning the need for the creation of a culture of service within the companies where they will work, as future industry leaders.

Housekeeping Management

Area of study: Hospitality Management
3 credits

The purpose of this theoretical and practical course is to provide students with the necessary knowledge of the organizational structure, implementation and operation of housekeeping departments. Emphasis is placed on planning and organizing the department with the goal of exceeding customers' expectations.

Restaurant Management

Area of study: Gastronomy and Restaurant Management
4 credits

The purpose of this conceptual and practical course is to apply different management and food science principles. As part of the course, students will use all the service techniques they have learned to date, along with knowledge of cost control and budgets, food and beverage logistics, inventory control, health and hygiene concepts, culinary techniques and technology management. This combination of concepts will help students provide efficient restaurant management.

Hospitality Marketing

Area of study: Hospitality Management
4 credits

In this course students will apply marketing principles, theories, and concepts in the development of marketing strategies for hospitality and tourism organizations within what is a dynamic business environment. Emphasis is placed on strategic and operational marketing, marketing mix, market segmentation and analysis, positioning, sales planning, publicity, public relations, sales promotions, e-marketing and customer loyalty.

Foundations of Hospitality Industry

Area of study: Hospitality Management
3 credits

The purpose of this theoretical and practical course is to offer students a basic understanding of the hospitality industry, through analysis of the development and growth of the industry both nationally and internationally. The course emphasizes the organizational structure of different establishments, focusing on opportunities and tendencies within the industry, as a basis for the planning and organization of hotels and related companies, and strategies designed to exceed customers' expectations.

Strategic Hospitality Management

Area of study: Hospitality Management
4 credits

This course introduces strategic management processes as a planning and decision-making framework, incorporating human resources, operations, marketing, and financial management concepts.

Global International marketing

Area of study: Hospitality Management
4 credits

This course analyzes cultures within global marketing from a hospitality and tourism perspective, based on recognition of diversity in world marketplaces and of local consumer knowledge and marketing practices. The course adopts a cultural approach to international marketing, through two main focuses: a cross-cultural approach, comparing national marketing systems and local commercial practices in several countries; and an intercultural approach, centered on the study of interaction between business people from different cultures.





Tourism Marketing Management

Area of study: Tourism Management
4 credits

This course offers a strategic vision of the tourism sector from the Marketing Director's perspective. Students will be encouraged to apply marketing tools and concepts to the dynamics of the tourism sector. Special emphasis will be placed on analysis of the Peruvian tourism sector, as well as other major international tourism markets.

Consulting

Area of study: Tourism Management
4 credits

This course offers students a global perspective on the different services that can be offered through private tourism consulting, focusing on the characteristics of this activity and the methods required to offer the market competitive services. During the course, students will take on a group consulting project in which they will apply the tools learned in class. The results of this project will be presented at the end of the semester to a qualifying committee.

Cultural Tourism Management

Area of study: Tourism Management
4 credits

This theoretical and practical course with an emphasis on applied research projects offers an overview of definitions and trends within cultural tourism worldwide. The course presents a critical analysis of cultural tourism management models, including interregional projects and the application of cultural policies to tourism in Peru. Students will be encouraged to propose, create and manage cultural tourism products, projects and activities within Peruvian tourism context.

Tourism Development

Area of study: Tourism Management
4 credits

This theoretical and practical course provides students with the necessary knowledge and methodology to implement strategic planning processes applicable to the tourism sector. It also enables students to develop an understanding of the particularities of different travel and tourism products and services, in accordance with the needs of the market and the objectives of companies or government institutions. Students will review marketing strategies, working processes and marketing plans applied to specific case studies in order to develop innovative and sustainable tourism products, in both the public and private sectors.

European Cuisine I

Area of study: Culinary Arts
4 credits

In this theoretical and practical course, students will apply health and hygiene standards learned during the third cycle, as well as the basic techniques of cutting and cooking vegetables. They will learn to recognize different meats and fish and to employ cleaning techniques, and be introduced from countries such as Spain and Italy, as well as their recipes, history, customs and culture. Assessment will be made of students' attitudes toward the difficulties encountered, their way of working and their application of the techniques learned. By the end of the course, students will have acquired an understanding of the relationships between the different techniques and practices of the northern Mediterranean region.

European Cuisine II

Area of study: Culinary Arts
4 credits

Through this theoretical and practical courses, students will implement the knowledge of sanitation and hygiene standards acquired in previous classes. Basic vegetable cutting and cooking techniques, recognition and preparation of meats and seafood. The geography and history of each country will be addressed, along with a range of different techniques from those countries. Students will be evaluated on their attitude towards any issues that may arise as part of the course. Emphasis will be placed on cultural techniques, including those of the French and Greek regional culinary traditions.

Garde Manger

Area of study: Culinary Arts
4 credits

This theoretical and practical course addresses techniques associated with Garde Manger (cold food kitchen preparation). Students will be instructed in the techniques of preparation and presentation of those products produced by the cold food kitchen department. Students will learn to recognize the different cold sauces, derivatives and their applications. They will learn to prepare basic forcemeats and their application in terrines, mousses and sausage making. Students will learn to present items for cocktail services and banquets. They will learn conservation techniques, including brining and curing. They will learn to carve fruits and vegetables. Students' attitudes in the face of any difficulties encountered, together with their approach to individual work and teamwork and their application of techniques will be evaluated through competition and buffet presentation.

Kitchen Management

Area of study: Culinary Arts
2 credits

This course provides the basics required for dealing with management of the organization and production of a kitchen, based mainly on two key areas; the design and equipping of a kitchen and the engineering of the menu, adapted to a range of services, such as hotels, restaurants, catering services and institutions.



College of Business



Business Administration

Area of study: Business Administration
4 credits

This is a theoretical and practical course for students in their first semester, designed to foster an entrepreneurial attitude and provide management tools needed for future entrepreneurial initiatives. The content of this course includes topics such as key business concepts, business organization, management in relation to the environment. In addition, emphasis is placed on the Business Plan as a key tool for the evaluation of business ideas and opportunities.

Management Strategies

Area of study: Business Administration
4 credits

This course is designed to help students learn how company value is generated through the use of a Strategic Management Model for diagnosing the current scenario of a company, while illustrating how decisions are made in such situations. The course content includes topics related to the formulation and implementation of strategies and the analysis of management tools that contribute to the creation of competitive advantages sustainable over time.

Business Management

Area of study: Business Administration
4 credits

This course combines analysis of the external and internal environments of a firm in order to implement action plans based upon adequate decision making which addresses the needs of an organization. The course content includes topics related to strategic management, decision making and organizational principles.

Strategic Management and Planning

Area of study: Business Administration
4 credits

This practical course is designed to teach students how to plan, implement, and evaluate actions and assess a company's situation over a given period of time, in order to achieve improvements through the identification of opportunities, strategic plans, and the evaluation of consequent outcomes. The course also addresses topics related to corporate analysis and environment, decision making and strategic tools.



Financial Markets

Area of study: Business Administration
4 credits

This theoretical and practical course provides a comprehensive overview of the functioning, organization and operational purposes of the capital market and its relationship with the financial markets and institutions of which it is composed. Through the study of both local and international settings, financial tools and instruments, an understanding is imparted of the role each institution plays in the national economy.

It is expected that students develop important skills in assessing the relevance of the principles of finance and financial intermediation in the business environment, and the impact in the proper functioning of the economy.



Project Management

Area of study: Entrepreneurship and Business Development
4 credits

This course offers a conceptual and practical approach founded upon the principles of project management best practices proposed by the Project Management Institute (PMI) and published in its Project Management Body of Knowledge (PMBOK) guide. The course aims to aid students' in the identification of a project's phases, and teach them to address specific aspects such as a project's knowledge areas and associated processes within each knowledge area, in order to better manage a project throughout its life cycle.





General Economics

Area of study: Economics
4 credits

This theoretical and practical course aims to provide students with an understanding of the basic concepts of efficient allocation of scarce resources. The course covers general aspects of economics, distinguishing between microeconomics and macroeconomics. Microeconomics is the study of consumer behavior, production and costs, as well as two market structures: perfect and imperfect competition (monopoly, oligopoly, etc.). Macroeconomics is the study of aggregate economic variables, such as inflation, output (GDP), investment, consumption and employment, among others, from a perspective of aggregate supply and demand. In addition, general aspects of economic policy (monetary and fiscal) and its effects on the economy will be discussed.

Macroeconomics and Business

Area of study: Economics
4 credits

This theoretical course is complemented with case studies, and is aimed at developing concepts and tools in order to analyze the effect of macroeconomic policies and how international events impact decisions taken by individual firms. The course includes analysis of WEF, IMD, World Bank and Michael Porter competitiveness models, at the country level, as well as cluster theory and theories of business competitiveness. Phenomena such as outsourcing, downsizing and mergers and acquisitions and their impact on business competitiveness are studied, culminating with a study of the 2008 global crisis and its effects on Peruvian companies

International Economics

Area of study: Economics
4 credits

This theoretical, analytical and applicative course envisions an extension and application of macroeconomic and microeconomic theory into the international dimension. Its purpose is to understand the pure theory of international trade, analysis tools and the process interactions generated, through the application of models and economic policies, as well as the impact and the relationship between international economics and the development of nations.

Global Economics

Area of study: Economics
4 credits

The purpose of this theoretical, analytical and practical course is for students to develop skills for analyzing the global context, in which the opening up of countries has internationalized the economy and finances, creating an increasingly complex, globalized environment. Diverse modern economic and financial mechanisms have been created in international markets with the objective of satisfying countries' growth, investment, financing and risk coverage requirements.

The course presents conceptual tools for analyzing and gaining an understanding of the dynamics and development of the global economy (through a macro and microeconomic approach), of the current international economy and international finance, and of a country's monetary and financial relations with the rest of the world.





Microeconomics

Area of study: Economics
4 credits

The purpose of this theoretical and practical course is for students to develop skills for interpreting microeconomic models that explain the behavior of individual economic agents in the market, as well as perfect and imperfect competition market structures, in order to interpret the economic situation and formulate both business and public management policies and communicate them adequately. Microeconomic analysis is the interpretation of the economic behavior of individuals in the market that contributes to public and private decision making.

Peruvian economy

Area of study: Economics
4 credits

Theoretical course aimed at providing tools for students that will enable them to conduct a critical analysis of the different sectors of the Peruvian economy, such as fiscal policy, monetary policy, and the development of the most important sectors of the country, such as tourism, mining and industry. The course also addresses themes of national interest resulting from market failures, such as globalization, poverty and employment, as well as policies that contribute to the governability of the country.



Monetary Theory

Area of study: Economics
4 credits

The nature of this course is theoretical, analytical and practical. The course aims to develop students' analytical capabilities and their ability to evaluate the effects of monetary policy, the independence of the central bank and its impact on the monetary stability of the economy; developing a critical point of view regarding the implementation of monetary policy tools, and an understanding of neoclassical and neokeynesian approaches and their policy implications. The course will approach the monetary policy management of the central bank from the micro-foundations of macroeconomics perspective.

Public Finance

Area of study: Economics
4 credits

This course is analytical and theoretical-practical in nature. Its purpose is to develop in students the skills to analyze the effects of public policy, efficiency in spending, and to identify efficiencies in the budget, develop critical a point of view regarding the structure of expenditure and income of the public sector, address micro and macroeconomic approaches and interpret reality accurately. The course also addresses the micro and macro management of public sector finances and promotes the active participation of students through an attitude of constructive criticism.



Global Business Strategy

Area of study: International Business
4 credits

This course aims to teach the major strategic variables that impact businesses in a global environment. Students will learn to employ techniques that will help them understand the global environment. In addition, they will learn to develop strategic plans that create sustainable competitive advantages over time.

Global Management Skills

Area of study: International Business
4 credits

The main objective of this course is to expose students to the multicultural challenges of global leadership in the context of the demands of current international markets. The course will provide students with an understanding of theory and concepts and improve their ability to perform successfully across cultures through the development of global management skills. The course is both theoretical and practical in nature and aims to contribute to the development and education of the global managers who will lead their organizations by adapting to the future and constant changes, through high tolerance for unfamiliar situations and respect for different cultures.

International Human Resources

Area of study: International Business
4 credits

This theoretical and practical course will enable students to understand and participate in the most significant processes related to Human Resources. The course will make use of Human Resources Planning models covering processes designed to ensure the good management of people, their profiles and abilities within the different organizations, in a globalized environment.

International Trade I: Imports and Exports

Area of study: International Business
4 credits

This course is theoretical and practical in nature. Its purpose is to enable students to understand and recognize different production, commercial, cultural and social factors and how they interact in a dynamic globalized world. Students will learn to identify the various commercial barriers at an international level and to understand the significance of a free market economy, enabling them to analyze the various related themes and to make sound investment decisions in foreign markets. Students will also learn about the need for regulation within commerce, overseen by international entities, and how such mechanisms can be used advantageously in the creation and administration of international businesses. The course will discuss the current situation of international businesses, as well as the different regulatory processes that entrepreneurs must follow in order to ensure the success of their businesses.

Negotiation and Commercial leadership

Area of study: International Business
4 credits

The aim of this course is to provide students with knowledge concerning the tools and practical experience applicable to the principal technical aspects of negotiation, teaching them how to conduct negotiations in both the personal and work environment.

International Business

Area of study: International Business
4 credits

This course is both theoretical and practical. The aim is to provide students with insight into the International Business field through an understanding of the concepts underpinning commercial transactions between two or more countries and an understanding of the difference between a local and an international operation. The course will also improve students' ability to understand the various factors that must be considered when launching an international operation, and increase students' ability to comprehend the nature of International business at both the micro and macro level.

International Operations

Area of study: International Business
4 credits

This course addresses the effective management of supply chain operations. Planning processes imply the recognition of the existence of multiple levels with different objectives and horizons, and of the need for achieving maximum efficiency in operations based on process redesign, proper management of resources and the use of technology.



Advanced Marketing Management

Area of study: Marketing
3 credits

Advanced marketing management is a theoretical and practical course, designed to enable students to familiarize themselves with the marketing strategies derived from each element of the marketing mix. Students will be expected to apply domestic and international marketing environment concepts. The course also addresses conceptual frameworks, such as product, pricing, distribution, promotion and integrated marketing communication strategies.

Strategic Marketing Planning

Area of study: Marketing
4 credits

The course is both theoretical and practical in nature. Students will learn how to design and apply strategic and operational marketing plans within both peruvian and international contexts. They will be expected to apply principal business and marketing concepts, tools and analysis charts in the designing of their plans. Analysis of setting and competition will be the starting point for devising business strategies and, specifically, segmentation and positioning strategies, as these relate to strategic marketing; by the end of the course, students will be designing specific strategies and tactics for each one of the components of the marketing mix: the 4 Ps for products and the 8 Ps for services.

Marketing Management

Area of study: Marketing
4 credits

Marketing Management is a theoretical and applicative course designed to enable students to familiarize themselves with marketing strategies derived from each of the elements of the marketing mix. Students will be expected to apply the concepts of marketing to both the local and international environment, employing their knowledge of the conceptual framework of aspects such as product strategies, pricing strategies, distribution and promotion strategies and integrated marketing communication.

Marketing Global

Area of study: Marketing
4 credits

The Global Marketing course is a theoretical and practical course aimed at enabling students to identify and assess the different environments (political, legal, social, economic, cultural and others) that influence the global trade of products and services. Students will learn to create and defend marketing plans whose objective is the introduction and development of products or services in the target country. In addition, the course will address topics related to exports, joint ventures, franchises, licensing and direct investment, as well as introduction alternatives and models for businesses within international markets.

Marketing Distribution Channels

Area of study: Marketing
4 credits

This theoretical and practical course demonstrates the importance of ensuring an efficient physical delivery of products, through strategic decision making in the selection and operating of distribution channels inserted into industrial, wholesale and retail markets. The course also addresses human, financial and time optimization theories.

Industrial Marketing and B2B

Area of study: Marketing
4 credits

This course is designed to address the formative needs of students in subjects related to business marketing. For a proper understanding of the concepts developed in class, students will require a basic understanding of marketing. The main aim of this course is to stimulate the interest of students in the business market by providing them with a clear and applicable comprehension of this field. They will be encouraged to address the factors that shape the decision-making of successful marketing managers. The course will also stress the importance of understanding that all marketing activities should be controlled by measures defined by expected results.



General Ecology

Area of study: Corporate Environmental Management
4 credits

In this theoretical and practical course, students will study the different organization levels involved in the ecology. They will cover the structure and dynamics of an ecosystem as a functional unit, including the concepts of habitat, adaptation and niche theory. Students will also gain an understanding of the structure and function of nature, natural and artificial ecosystems (agro and cities), interactions with society and the consequent problems faced.



College of Law



Negotiation Techniques

Area of study: Law
4 credits

This subject forms part of the general studies in Law, offering a theoretical and practical approach that will enable students to gain the skills they will require. Students will address negotiation, its nature and varieties; the role of communication and language, assertiveness, negotiation phases and the ways in which negotiations can break down. The aim of the course is to encourage students to apply their everyday personal and professional experiences in this field and to understand that negotiation is part of human nature. They will learn that practice is needed in order to hone negotiation techniques. In addition, they will gain an understanding of the different ways in which negotiation processes can profit from assistance by a third party, as occurs in mediation and conciliation processes and combined alternative methods for dispute resolution.

Introduccion to law

Area of study: Law
4 credits

This course offers a conceptual and applicative approach to the basic aspects of juridical science as it relates to the economic activity, with the aim of providing a holistic vision of the Peruvian legal system. Students are encouraged to identify the most important norms contained in the Peruvian legal system, identifying and analyzing categories essential to daily decision-making, and explaining the different phenomena thus generated. To this end, the course begins with a study of the foundations of the legal system (legal environment), in order to enable subsequent analysis of the determining factors of private activity.

Legal English

Area of study: Law
4 credits

“The level of english students should have for taking course ranges from upper intermediate to advanced. This theoretical and practical is aimed at providing the concepts, elements, tools and resources for law students with command of the language who intend to learn the structures, terminology, stereotypes and standard legislative procedures and devices, as well as criteria and strategies for managing both the spoken and written skills in legal practice. Focused essentially on commercial law matters, the course covers a wide variety of topics and themes, ranging from contractual to corporate law, including but not limited to the origin of commercial relations, sale of real estate and goods, negotiable instruments and debtor-creditor relationships, company formation and management in all the forms of association permitted by law, the mechanics of intellectual property protection and enforcement and Competition Law.

The course also covers issues associated with Criminal Law, Consumer Law and Environmental Law, as well as the institutions of Constitutional Law, International Law, Comparative Law and Procedural Law.

Given that legal issues are inherent to all human activities, the course will also cover other topics related directly or indirectly to the content described, thus enhancing vocabulary acquisition across diverse fields and bodies of law. Finally, in order to address the importance of mastering legal jargon in both English and Spanish, and the need for a clear understanding of correlated meanings and translations, the course will provide students with basic translation skills that will enable them to employ material bilingually and render faithfully precise terms across the Spanish and English languages.



International law

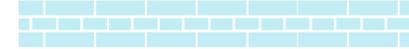
Area of study: Law
4 credits

This applicative and theoretical course is taught entirely in English and aims to impart a conceptual and practical understanding of the sources and rules of international law, in both the public and private sectors, as well as relations between states, and between states, individuals, companies, organizations and international courts. This course is designed to provide a comprehensive understanding of the importance, impact and effects of international law on the development and achievements of several areas, such as dispute settlement, the integration of states and unification of markets, trade and competition law, protection of the environment and intellectual property on an international level.

International Cooperation Projects Evaluation

Area of study: International Relations
4 credits

The course provides insight into the development of skills for project evaluation, focusing on the use of evaluation, monitoring and reporting tools in an international governmental or non-governmental setting.



College of Architecture



Urban Planning and Management

Area of study: Arquitectura
4 credits

The nature of this course is both practical and theoretical; its purpose is to provide students with a methodology to develop strategic solutions for key urban problems in the city. To this end, students will learn how to identify spatial problems and apply a framework of logical analysis, using a combination of tools found in the field of strategic planning and contemporary urbanism. Students will learn to analyse an urban problem, define an intervention strategy, program the stages of a project and prepare it for monitoring and evaluation, as a means of contributing to improving the quality of life of citizens.



College of Engineering



Information Technology Management

Area of study: Business Engineering
4 credits

The course provides the fundamentals and tools of the principal good practices that influence the success of information technology management, preparing professionals to assume a leadership position in the planning, management and control of associated resources.

Project Management Business Case

Area of study: Business Engineering
4 credits

The Project Management: Business Case Course is theoretical and belongs to the area of professional training. It aims to train students in the correct development of business cases for projects, in order to ensure optimal selection, prioritization and strategic alignment of initiatives. The course is composed of four thematic areas: 1) Overview of strategy, portfolio management and projects; 2) The Portfolio Governance Management Knowledge Area; 3) The Initiating Process Group of Project Management; 4) The Role of the Project Management Office.

Innovation Management and Continuous Improvement

Area of study: Business Engineering
4 credits

The Innovation Management and Continuous Improvement course has a theoretical and practical nature. Belongs to the field of vocational training. It aims to train students in the analysis, comparison and implementation of different methods, tools and skills for adequate management of ongoing improvement and innovation. It is composed of two areas: 1) Tools for the implementation and management of Continuous Improvement; 2) Innovation Management.

Fundamentals of Project Management

Area of study: Business Engineering
4 credits

Fundamentals of Project Management is a theory course, the purpose of which is to teach students about the process groups and ten knowledge areas typical of most projects, based on good practices in project management according to the PMI's PMBOK. It focuses on four areas: 1) general aspects of project planning, integration and scope management; 2) project time, cost and quality management; 3) human resources, communication and risk management; and 4) project procurement and stakeholder management.

Project Management for Business Engineering

Area of study: Business Engineering
4 credits

The "Project Management" course is theoretical in nature and belongs to the professional development area. The goal of this course is to train students to manage projects, through the use of the best practices recommended by the Project Management Institute (PMI) and the International Organization for Standardization (ISO). Through application of the PMI's Project Management Book of Knowledge (PMBOK 5th Edition) and the ISO 21500 - Guidance on Project Management, students will be able to initiate, plan, execute, monitor, control and close a project, using the recommended inputs, applying defined tools and techniques and generating the deliverables related to each knowledge area. The course is divided into four key theory units: 1) Introduction to Project Management, Process Groups, Knowledge Areas and Integration Management; 2) Project Scope, Time and Cost Management; 3) Project Quality, Human Resources and Communication Management; 4) Project Risk, Acquisition and Stakeholders Management.

Transportation Engineering

Area of study: Civil Engineering
4 credits

This theoretical course provides a basic knowledge of transport engineering, including the functions of planning, design, and operations. This knowledge base is designed to: 1) prepare students for additional, more specialized courses in transport engineering; and 2) provide knowledge of methods and techniques applied for solving transport related problems.

Highway Engineering

Area of study: Civil Engineering
4 credits

Practical geometric design course for rural and urban roadways. The course covers topics such as design criteria and control, and important considerations for the design of horizontal and vertical alignments, cross section elements, and concepts for intersection design. Other important design factors, such as traffic volume and capacity, and economic, environmental and construction issues, are also discussed.

Traffic Engineering

Area of study: Civil Engineering
4 credits

A practical course in which several concepts and tools are addressed in order to enable students to evaluate a range of alternatives and take decisions to solve urban vehicular congestion. Traffic volumes will be evaluated, in order to determine the capacity and level of service of intersections and road systems, as part of a Traffic Impact Analysis. Associated topics such as road safety and signalization will also be covered.

Pavement Engineering

Area of study: Civil Engineering
4 credits

This theoretical course provides an overview of the fundamental design of sidewalks, discussing both the classical methodology (AASHTO 93 and similar methods) and the latest methodology (AASHTO 2008 - Mechanistic Empiric Pavement Design Guide), for both flexible and rigid pavements. Pavement management systems and an introduction to material characterization as part of pavement design will also be covered.



Quality Management

Area of study: Food Industry Engineering
4 credits

This course addresses quality management applied to Agroindustrial Engineering processes, including definitions, concepts, quality assessment of a company, non-quality costs, cost analysis, quality improvement and quality problems, improvement and organization of projects, diagnosis of causes and the proposal of solutions.

Engineering economics

Area of study: Logistics and Transportation Engineering
4 credits

This theoretical and practical engineering economics course provides engineers with the skills required to assess the costs and benefits of engineering investments focused on infrastructure projects. It presents the framework for selecting alternative designs, and for evaluating the financing of new projects.



Information Security

Area of study: Information Systems Engineering
2 credits

The purpose of this theoretical and practical course is for students to master the main concepts and techniques currently applied within the Information Security landscape. Concepts and Techniques such as Firewall, IDS, IPS, Data Encryption and types of hackers' attacks will be addressed. In addition, students will be encouraged to implement a security policy of a specific company as a final project.

Emerging Technologies

Area of study: Information Systems Engineering
2 credits

This theoretical and practical course focuses on developing the necessary skills to identify and analyze emerging technologies in order to consider their impact in the context of a specific industry, business scenario or society as a whole. The concepts covered in the course will enable students to consider the implications of emerging technologies, predict their impact and decide how to act upon such developments in any given context.

Systems and Software Quality

Area of study: Information Systems Engineering
2 credits

The purpose of this theoretical and practical course is to allow students to master the use of technologies applied to high quality software and systems development projects in the business environment or within society. In addition, the course intends to help students gaining an appreciation of the importance of software and systems engineering, and of the quality and international standards that govern the discipline. Different topics related to software and systems engineering will be covered, with emphasis on the use of streamlined methods for software and systems development, as well as teamwork techniques and the most common roles.

Engineering Project Management

Area of study: Industrial And Commercial Engineering
4 credits

“This course aims to provide students with knowledge and experience through the theoretical and practical analytical methods discussed in class, including Project Management with MS and Project tool and methodology of the Project Management Institute. The course covers the following topics: context of Project Management, Legal - Regulatory Environment Analysis, Identifying of Stakeholders, Life-Cycle Engineering Projects, Life-cycle assessment, Engineering design, Pre- feasibility and feasibility studies, Detailed project engineering, Design Criteria, Quality Management, Risk Management, Document Management and Control.

Development and Evaluation of Industrial Projects

Area of study: Industrial And Commercial Engineering
4 credits

A number of concepts are addressed in this course which are aimed at providing conceptual and methodological tools as a basis for the creation of a new private or public sector investment business, including development, design and evaluation. Through the proper use of instruments such as the logical framework approach, NPV, IRR and cost benefit analysis, students will be able to formulate and evaluate industrial projects. The course aims to encourage the development of business plans, through a focus on demand and financial feasibility assessment.



Operations Planning and Control

Area of study: Industrial And Commercial Engineering
4 credits

This Planning and Operations Control course focuses on the strategic and tactical aspects of operations management, addressing the following aspects: Operations as competitive tactics; operations strategy; supply chain management; process management; total quality management; determination of capacity; location and physical distribution; forecasting; inventory management; additional planning; material requirements planning; JIT systems; operational and programming basics of project management.





College of Humanities



Ecology and Natural Resources

Area of study: Environmental Engineering
4 credits

Ecology and Natural Resources is a theoretical course belonging to the vocational training area. The aim of the course is to train students in the ecology, structure and dynamics of the ecosystem as a functional unit, definitions of habitat, adaptation and niche, while focusing on the natural resources of Peru. The course incorporates the following four thematic areas: 1) Introduction, 2) Individual, population and communities, 3) Ecosystems and natural regions, 4) Applied ecology.

Environmental Economics

Area of study: Environmental Engineering
4 credits

The Environmental Economics course aims to introduce students to the relationship between the economy and the environment. It provides tools for the economic evaluation of resources and environmental impacts.



Solid Waste Management

Area of study: Environmental Engineering
4 credits

The aim of this course is to teach students about the the fundamental principles and principal technologies employed in the management of municipal, commercial and industrial solid waste. Almost all solid waste generated on the planet is human in origin; industrialization has contributed to a significant increase in the generation of waste. Issues associated with municipal solid waste and hazardous waste will be addressed as part of the course, which is composed of four thematic components: 1) General concepts and introduction to solid waste 2) Prevention, life cycle and financing 3) Recycling and treatment of organic waste 4) Final disposal of waste and treatment of hazardous waste.

International Communication

Area of study: Communications
4 credits

This course provides an overview of the history, development and current state of international communications, incorporating different theoretical approaches: the impact of political, social, cultural, religious, economic and military developments on communication; and how societies (re)define their media systems. Students will develop an awareness of the importance of international communication for individuals, societies and governments.

Sociology of Communication

Area of study: Communications
4 credits

This course addresses the intersection of sociology and the study of communication, with a focus on the role of information in contemporary society. It looks at the cultural and social contexts that have given rise to forms of social representation and social identities, through an analysis of institutions, structures and individual actors, as well as entertainment, news, and technologies and their many interrelations. Students will be encouraged to develop basic tools for sociological analysis to understand how communication impacts individuals, institutions, societies and governments in the modern world.



Psychology of Communication

Area of study: Communications
4 credits

The main emphasis of this social psychology based theoretical course is on media communication manifestations. The course is oriented towards analysis of mass media, critical observation of media content and the different approaches employed in messages, with a particular focus on the public as individuals and groups.

Talent and Human Resource HR Management

Area of study: Psychology
4 credits

This course aims to impart the foundations of Talent and Human Resource (HR) Management activities and techniques through a focus on the psychological processes involved. Talent management is an organization's commitment to recruit, retain and develop the most talented and high-performing employees available within the job market. The course will focus on strategic planning as a guideline for the integration of different approaches to talent and HR management, with a view to the improvement of personnel policies within organizations. Building on knowledge of the psychology of organizations, social psychology and connected disciplines, this course incorporates both theoretical and practical analysis of conventional areas in the fields of human resource management, from analysis and design of organizations and jobs to organizational change management, including personnel recruitment and selection, training, performance evaluation, compensation and benefits and related issues, as well as providing an introduction to new areas of the vibrant field of talent management, such as environment and occupational health, bargaining and negotiation, authority and leadership, organizational development, work-family balance and similar topics.

Introduction to Psychotherapy

Area of study: Psychology
2 credits

This class introduces students to the systematic study of how psychology can be used to address different life challenges and the behavioral problems of those seeking help. Theoretical and practical concepts of psychotherapy will be addressed, through an evaluation of their validity and reliability as well as their scope and limitations. Possible ethical implications will also be discussed. The major currents in contemporary psychotherapy approaches will also be addressed.



Studio Photography

Area of study: Art and Design
4 credits

Studio Photography is a theoretical and practical course designed to help students master advertising photography techniques. Students will be able to work in a professional studio and experiment with lighting.

Exterior Photography

Area of study: Art and Design
4 credits

The Exterior Photography course addresses techniques for creating outdoor photography. Students will be encouraged to work on different projects, developing their own style as they adopt the surrounding environment as their principal work space.



College of Education

Photojournalism

Area of study: Art and Design
4 credits

Photojournalism is a theoretical and practical course in which students are encouraged to focus on contemporary issues through pictures and articles. Projects will be subject to a strict ethical code.

Photographic Project

Area of study: Art and Design
4 credits

This course addresses the importance of research in the development of a photographic project. Students will be encouraged to deepen their understanding of professional procedures and the creation of an artistic discourse through formal methodology and academic discourse, as well as to improve their mastery of photographic techniques. The aim of the Photographic Project course is to develop a more rigorous approach to research and creativity through the selection of a specific topic.



Guidance and Family Counseling

Area of study: Early Childhood Education
2 credits

The “Guidance and Family Counseling” course addresses family counseling as an ongoing teaching activity intrinsic to students’ development. Through the course, students will gain a broader understanding of family counseling and early education.

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