

SYLLABUS

Course information									
Code:	: Not applicable Course: Business in Peru and Latin America								
Coordina	ting area / program:	International Programs		Mode:	Classroom teaching				
Credits:	4	Contact h	nours:	64		Autonom	ous study hours:	32	
Career:	Not applicable							•	

Contact hours								
Sum: 64	Theory: 60	Practice: 0	Laboratory: 0	Evaluation hours:	4			

Course pre-requisites						
Code	Course	Degree				
Not applicable	Not applicable	Not applicable				

Course coordinators							
Surname and first name	Email	Contact hours	Contact site				
Ruelas, Abdí	aruelas@usil.edu.pe	8 a.m. – 6 p.m.	USIL Cusco Center				

	Instructors	
Juan Manuel Delgado		

Course overview

This course gives students a better understanding of the economic environment for investment, trade and importing in Peru and Latin America. It provides a basic understanding of regional economics, marketing, trade opportunities and free trade agreements, in the context of doing business in Latin America.

Course competencies					
Professional competency	Not applicable				
Level of professional competency	Not applicable				
USIL general competencies	Not applicable				

Course learning outcomes							
General learning outcome	N°	Specific learning outcomes					
Exploration, description and understanding of the business	1.	Interpretation of concepts related to Peru's political economy, international trade and macroeconomics.					
environment in Peru and Latin America through political, macroeconomic,	2.	Analysis of pivotal reasons as to why some corporations have been successful in the region.					
microeconomic and international trade analysis.	3.	Naming and understanding key concepts to writing a business plan for establishing a company in Peru.					

				Contents and st	udy activity scheduling	
Session	Week	(hrs)	Туре	Contents Study outcomes and study activities		Resources
Unit	1:	Peru's	Politi	cal Economy, International Trade a	nd Macroeconomics	
Specific re	esult:	1				
1	1	2		Peru's government and political background.	Description of Peru's recent economic, political and social background.	PowerPoint, videos and other teaching resources
2	1	2		Latin American politics and Peruvian institutions.	Naming of major Peruvian institutions and political blocs in Latin America.	PowerPoint, videos and other teaching resources
	1	2	АА	Peru's current government and Latin American politics.	Students' autonomous work.	Reading, homework and exercises
3	2	2		Peruvian economic history and recent performance.	Analysis of the current issues facing the Peruvian economy and analysis of the factors behind increased growth in recent years.	PowerPoint, videos and other teaching resources
4	2	2	AP	The retail industry in Peru.	Discussion of how the retail industry is reshaping the lives of many Peruvians.	PowerPoint, videos and other teaching resources
	2	2	AA	Peru's past and current economic	Students' autonomous work.	Reading, homework and exercises

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iteaching resources	23	12	2	AP	Marketing Experiences.	Case Study 3: LATAM		
	<u> </u>					<u> </u>	reaching resources	

	12	2	AA	Successful marketing campaigns in the airline industry.	Students' autonomous work.	Reading, homework and exercises
25	13	2		• •	Case Study 4: CENCOSUD	PowerPoint, videos and other teaching resources
26	13	2		Volunteering Activity (IV) – Pukllay Furniture Factory.		Field trip to Pukllasunchis IV Carpentry Workshop
	13	2	AA	Successful marketing campaigns in retail.	Students' autonomous work.	Reading, homework and exercises
Basic and	supple	ementa	l mar	ndatory reading: [5], [6	·].	
Unit	3:	Doing	Busin	ess in Peru		
Specific r	esult:	3				
27	14	2	AP	Incorporating a company in Peru.	Understanding basic legal details entailed in opening a business unit in Peru.	PowerPoint, videos and other teaching resources
28	14	2		Writing a business plan.	semester.	PowerPoint, videos and other teaching resources
	14	2	AA	The do's and don'ts of establishing a company in Peru.	Students' autonomous work.	Reading, homework and exercises
29	15	2	AP	Business plan review.	Reviewing of students' business plans and offering of constructive feedback.	PowerPoint, videos and other teaching resources
30	15	2	AP	Business plan final presentation.	Listening to students' business plan ideas and deciding whether final funding would be available; measuring their impact in Cusco.	PowerPoint, videos and other teaching resources
	15	4	AA	Business plan development.	Students' autonomous work.	Reading, homework and exercises
31	16	2	AP		Final Exam	
Basic and	supple	ementa	l mar	ndatory reading: [7]		

Review and Quiz II

AA: autonomous learning AP: contact learning

12

ΑP

Methodology

The methodology used includes a combination of tools, in order to facilitate the enhancement of knowledge, promote debate in class, and increase students' ability to analyze the Peruvian and Latin American context of the business environment. This course provides students with a general Peruvian management perspective and introduces them to the latest concepts and practices related to the functional areas of management in Peruvian companies.

Evaluation system

Grades for each type of evaluation and the final grade for the course are rounded to whole numbers. The final grade is the average of the continuous assessment, mid-term exam and final exam grades.

a	are age of the continuous acceptancing that term exam and this exam grades.							
No	Type of evaluation							
1	Continuous assessment	60%						
2	Mid-term exam	20%						
3	Final exam	20%						

Continuous assessment (*)									
Type of evaluation	Porcontagos		Weighted description per type of evaluat	Week	Make-up				
Type of evaluation	Percentages	N°	Description	%	week	evaluation			
		1	Class Participation	50%	5	No			
Type 1: Class		2	Papers & Assignments	50%	5	Yes			
Participation / papers &	20%								
assignments			TOTAL	100%					
		Comments:							
	40%	1	Class Presentations	50%	5	No			
Type 2: Presentations		2	Quiz I	25%	5	No			
and Quizzes		3	Quiz II	25%	12	No			
			TOTAL	100%					
		Con	nments:						
Type 3: Final Project	40%	1	Final Project	100%	16	No			

TOTAL	100%	
Comments:		

(*) Continuous assessment includes independent study activities.

General guidelines

- 1. Students who arrive more than 10 minutes late will be counted as absent.
- 2. No food is allowed in class.

Course specific rules

1. Homework and assignments are due on the day of class at 11:00 a.m.

Attendance policy		
Total percentage of permitted absences in language courses:	20%	
Total percentage of permitted absences in other courses:	30%	

Basic and supplemental mandatory reading

Basic mandatory reading:

- 1. TAFT-MORALES, Maureen. (2016) *Peru: Politics, Economy, and Elections in Brief.* U.S. Congressional Research Service, https://goo.gl/aK7gme
- 2. CONTRERAS, José Antonio. (2016) *Los Centros Comerciales en el Perú, Oportunidades de Inversión.* Asociación de Centros Comerciales y de Entretenimiento del Perú, https://goo.gl/LsNsvY
- 3. PICCONE, Ted. (2016) *The Geopolitics of China's Rise in Latin America*. Geoeconomics and Global Issues, Paper 2, Foreign Policy at Brookings, The Brookings Institution, https://goo.gl/SEyqQz
- 4. HUGHES, Barry (2016) Economía Informal en Perú: Situación Actual y Perspectivas. Centro Nacional de Planeamiento Estratégico, https://goo.gl/wGLW89
- 5. PANTIGOSO, Paulo (2017) Peru's Mining & Metals Investment Guide 2017/2018. Ernst & Young, https://goo.gl/In1SCg

Supplemental mandatory reading:

6. PANTIGOSO, Paulo (2016) *Peru's Business and Investment Guide 2016/2017*. Ernst & Young, https://goo.gl/oqSO5Z 7. CHONG, Esteban (2016) *Doing Business and Investing in Peru 2016*. PricewaterhouseCoopers International Limited, https://goo.gl/oIbzcx

Supplemental optional reading		
ĺ	1. SCHLEICHER, Andreas. (2016) OECD Skills Strategy Diagnostic Report Peru 2016. OECD, https://goo.gl/S7RO0o	

Approved by:	Validated by:	
	Office of Curriculum Development	
Date:	Date:	