**Why Peru?**

Peru is the 21st largest country in South America and is ranked amongst world’s 30 fastest growing economies in terms of gross domestic product. During the last 12 years Peru has maintained positive growth rates, and in 2012 GDP growth reached 6.8%. According to International Monetary Fund (IMF), Peru is expected to reach a GDP growth of 5.5% in 2013. In addition, greater stability and culture reflect in the country’s GDP growth rates continually improving. The country’s financial performance has been acknowledged by Moody’s, Fitch Ratings and Standard & Poor’s. Since the 90’s, the country has been actively working on attracting Foreign Direct Investment (FDI) toward a stable and well managed economy. Peru has developed a strong financial market infrastructure that plays a key role in its economic development. Furthermore, the government has been actively working toward reducing the poverty gap in order to improve the quality of life. Peru’s political stability is well recognized and the country is ranked as one of the safer countries in Latin America. The high growth rates and political stability attracted numerous MNCs such as Toyota, Microsoft, McDonald’s, IBM, Intel and Nestle.

Peru is the third-largest country in South America and it is ranked among the world’s 20 largest nations in terms of geographical extension. During the last 10 years Peru has maintained positive growth rates. The country’s GDP growth reached 6.8% during the year 2012. According to International Monetary Fund (IMF), Peru is expected to reach a GDP growth of 5.5% in 2013. In addition, greater stability and culture reflect in the country’s GDP growth rates continually improving. The country’s financial performance has been acknowledged by Moody’s, Fitch Ratings and Standard & Poor’s. Since the 90’s, the country has been actively working on attracting Foreign Direct Investment (FDI) toward a stable and well managed economy. Peru has developed a strong financial market infrastructure that plays a key role in its economic development. Furthermore, the government has been actively working toward reducing the poverty gap in order to improve the quality of life. Peru’s political stability is well recognized and the country is ranked as one of the safer countries in Latin America. The high growth rates and political stability attracted numerous MNCs such as Toyota, Microsoft, McDonald’s, IBM, Intel and Nestle.

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Our mission

“To help students become competitive and upstanding leaders and professionals who possess excellent critical thinking skills and an international vision of the world. We strive to strengthen skills and values through education and research.”

Director’s words

Welcome to one of the most unique academic programs in the region. The International MBA is a response to the Internationalization process in which the region is immersed.

Since the adoption of pro-market reforms, not only have Latin American countries received massive flows of FDI directed to different economic sectors, but they have also produced a new breed of multinationals: The Multilatinas. This integration of Latin American countries with the global economy calls for a new type of executive. Nowadays, companies require managers with a global perspective capable of responding to strategies of highly-qualified foreign competitors in their local markets, as well as coping with the uncertainty of doing business above and beyond their national boundaries.

In order to respond to this challenge, universities and business schools in the region are using international field trips or international seminars to provide the required global perspective.

Through our International MBA, students will have a direct interaction with people in the dominant foreign language: English. Not only will they live within an international environment with their peers in Peru, but they could also take advantage of our international agreements. Thus, becoming exposed to different perspectives to understand the world.

These unique features allow the International MBA to be the best alternative in the market in responding to new demands from the business community. Therefore, we are pleased to invite you to live a globalized experience from the first day.

Armando Borda
International MBA - Director
**Personal Statement**

“I decided to study the INTERNATIONAL MBA because of the different cultures that you find together. So, I can see how other countries, in the world manage strategies”.

Alex - Peru

“Can you imagine eleven different countries in one classroom? I have had a totally globalized experience within the program”.

Bárbara - Peru
“This program allows me to increase my knowledge about the Latin-American business culture and open my horizons to different opportunities in many countries. For me the program is: Challenging, intense and multicultural”.

Sam - Mexico
The international MBA is one of the first MBAs in the region to be fully taught in English.

It allows students to interact with people from all over the world throughout the entire program.

Its faculty holds Doctoral Degrees from highly-recognized universities.

Giving the admission requirements of this program, students are able to take advantage of our international collaboration agreements.

Our students have opportunities for international academic exchanges and study abroad for one semester at no extra tuition fee.

They can obtain a double degree from one of our eight partner universities (most of them do not require extra academic costs).

Students will take part of two international weeks at ESAN where professors are invited from all over the world.

Students who do not take advantage of our international collaboration agreements will take part of international field trips.

Participants extend their networks to include professionals from around the world.

Students expand their vision of doing business.

Participants have access to international job opportunities.

The International MBA gives students the opportunity to live a globalized learning experience from the beginning of the program.

This is expressed in multiple dimensions:

- More than 50 years of institutional history

- 1st Business School in Peru (according to America Economia 2014 ranking and QS Top MBA 2013-2014 ranking)

International MBA

Live a Globalized Experience
Why ESAN?

- ACCREDITED BY THE AACSB
  - The Association to Advance Collegiate Schools of Business.

- ACCREDITED BY AMBA
  - Association of MBAs.

- BEST MBA IN PERU AND TOP TEN IN LATIN AMERICA

- TOP ELITE REGIONAL
  - Elite Regional Business School 2013 QS Global 200 Business Schools Report

- BEST MBA IN PERU
  - Ranking MBA of the Best Business Schools in Latin America - America Economia 2010-2014.

- BEST BUSINESS SCHOOL IN PERU
  - Ranking of Executive Education - America Economia 2010-2013.

- BEST BUSINESS SCHOOL IN PERU AND TOP TEN IN LATIN AMERICA
  - Ranking Executive Education - Customized Programs, Financial Times 2013

- BEST BUSINESS SCHOOL IN PERU AND TOP TEN IN LATIN AMERICA
  - Ranking Executive Education - Open Programs, Financial Times 2012-2013.

- BEST BUSINESS SCHOOL IN PERU
Emphasis on providing an International Business

This unique program promotes international and intercultural understanding. The courses taught during the program help students not only to respond to the threats posed by foreign and domestic competitors in the domestic markets, but also to analyze global contexts to take advantage of opportunities on the international scene.

Globalized experience in our campus

Besides the face to face interaction with foreign students using the dominant business language, the international approach is realized through:

International weeks
The International Week consists of five days of intense study. During this period ESAN's campus will host graduate students from different cities in Peru and around the world. Participants will have the opportunity to learn about the latest developments in management from prominent international professors. During International Week, ESAN hosts professors from prestigious universities in the United States, Europe, Asia and Latin America, including the University of Michigan, the University of Colorado, Arizona State University, ESADE, Louvain University, Getulio Vargas Foundation and The University of Chile.

International field trips
For domestic students who do not use our exchange or double degree agreements the international field trip is mandatory. We have different destinations available worldwide. Recent destinations on the MBA program includes: China, Colombia, Mexico, Spain, USA among others.

JANUARY, 2014
First day of classes, the program started with 17 students from 8 different countries (Brazil, Chile, Costa Rica, Panama, Trinidad & Tobago, Mexico, The UK and Peru).

Globalized Experience at ESAN

Globalized Experience at ESAN

Double degrees agreements

Exchange opportunities

Fergus Miller - United Kingdom
“My experience in the program is excellent. One main part of the program is the globalization, we get to interact with people from different countries. I’ve decided to do my full year at ESAN and not take the advantage of the international opportunities the programs gives you because for me this is already an international setting. There is no need to move elsewhere”
International experience in and out of the campus

At Paul’s Krugman Conference

Kimbery-Clark Peru Visit – Part of the Operation and Supply Chain Management Class

With Professor Newburry at the International Week July 2014

End of Term 1: Socializing

International MBA students after a class
### Partner Universities Worldwide

#### Latin America
- Universidad Nur.
- Fundação Getulio Vargas.
- Universidade de Sao Paulo.
- Universidad del Desarrollo.
- Universidad de La Sabana.
- Universidad Externado de Colombia.
- Universidad de las Americas Puebla.
- ITESM.
- ITAM.
- Universidad de Monterrey.
- IESA.

#### Asia
- France Business School.
- The Indian Institute of Management.
- Nagoya University of Commerce and Business Administration.
- Waseda University.

#### Europe
- TUM School of Management.
- Otto Beisheim Graduate School of Management, WHU.
- EBS European Business School.
- University of Cologne.
- Frankfurt School of Finance & Management.
- HHL.
- Hochschule Furtwangen University.
- Vienna University of Economics and Business - WU.
- Louvain School of Management.
- ICHEC.
- Katholieke Universiteit Leuven.
- Copenhagen Business School.
- University of Southern Denmark.
- Universidad Católica Santa Teresa de Jesús de Avila.
- Ecole Management de Normandie.
- France Business School.
- EDHEC.
- KEDGE.
- IÉSEG.
- Sciences Po Lyon.
- Neoma.
- Université de Bordeaux 4 - IAE.
- EM Strasbourg.
- Université Paris Dauphine.

#### North America
- Brigham Young University (BYU), The Marriott School of Management.
- University of Memphis.
- University of Texas at Austin.
- University of Texas at San Antonio.
- York University, Schulich School of Business.
- Université Laval.

#### Africa
- University of Witwatersrand, Wits Business School, South Africa*.

#### Asia and Middle East
- Asian Institute of Management, Philippines*.
- China Europe International Business School (CEIBS)*.
- Chinese University of Hong Kong*.
- Hong Kong University of Science & Technology, HKUST Business School, China*.
- Indian Institute of Management Ahmedabad*.
- Indian Institute of Management Bangalore*.
- Nanyang Technological University, Nanyang Business School, Singapore*.
- National University of Singapore Business School*.
- School of Economics and Management Tsinghua University, Japan*.
- School of Management, Fudan University, China*.
- Tel Aviv University, Leon Recanati Graduate School of Business Administration, Israel*.
- Thammasat University, Thammasat Business School, Thailand*.

#### Europe
- Corvinus University of Budapest (CUB), Hungary*.
- HEC School of Management, France*.
- Helsinki School of Economics, Finland*.
- KULeuven-ETEW, Faculty of Economics and Applied Economics, Belgium*.
- RSM Erasmus University, Netherlands*.
- Stockholm School of Economics, Sweden*.
- The University of Warwick, Warwick Business School, England*.
- Universität zu Köln, WiSo-Fakultät, Germany*.
- Université Catholique de Louvain, Institut d’Administration et de Gestion, Belgium*.
- University of Economics, Czech Republic*.
- Warsaw School of Economics (SGH), Poland*.
- Wirtschaftsuniversität Wien, Austria*.

#### North America
- Cornell University, Johnson Graduate School of Management, United States*.
- Duke University, Fuqua School of Business, United States*.
- Emory University, Goizueta School of Business, United States*.
- McGill University, Canada*.
- New York University, Leonard N. Stern School of Business, United States*.
- The Indiana University, Kelley School of Business MBA Program, United States.
- The University of British Columbia, Sauder School of Business, Canada*.
- The University of Western Ontario, Richard Ivey School of Business, Canada*.

#### Latin America
- Escuela de Administración de Empresas de São Paulo da Fundação Getulio Vargas, Brasil*.
- School of Business Administration and Leadership, Mexico*.
- Pontificia Universidad Católica de Chile, Escuela de Administración, Chile*.
- Universidad Torcuato Di Tella, School of Business, Argentina*.

#### Oceania
- University of Melbourne, Melbourne Business School, Australia*.
- University of New South Wales, Australian Graduate School of Management, Australia*.
- University of Otago School of Business, New Zealand*.

(*) ESAN offers facilities but does not guarantee admission to these institutions.
ESAN offers numerous opportunities for Exchange programs with institutions from Latin America, The United States, and Europe at no additional academic expense. Our students are able to enroll in Academic Exchange programs with more than 90 universities from 5 continents due to ESAN’s international agreements and its membership in PIM (Partnership in International Management). For further information: www.Pimnetwork.Org/member-schools/list-of-schools

What does the exchange program entail?
The possibility of attending one of the select foreign universities (in the third or fourth term of the program) that are part ESAN’s institutional agreements. All courses taken abroad are validated in Peru.

Application Requirements
Good performance at ESAN (students should be in the top third of the class). Language proficiency, according to the destination country. Participants require a document that indicates that they have achieved at least an intermediate level of proficiency.

Investment
No additional payments are required beyond local tuition. Participants will cover their expenses abroad (travel tickets, insurance, lodging, etc).

Dante Selman - Carrington Trinidad and Tobago
“I decided to study the International MBA at ESAN because I wanted a globalized experience in an emerging economy... I want to take the opportunity to do the International Exchange at Nagoya University of Commerce in Japan. This will allow me to take the experience in South America and Asia to help the caribbean development”.

Volney Guinard - Panama
“Within the program you can experience to be in a classroom with people from all over the world. From the different options that ESAN offer, the Double Degree or the Exchange Program I chose to do the exchange at Rotterdam School of Management because I come from Panama and I think I can make a lot of contacts there”.

“Live a Globalized Experience”
ESAN's International MBA offers students the opportunity to obtain a world-class Dual Degree. Participants study the first two terms of the program at ESAN's campus and complete the last two terms at one of the 8 prestigious partner universities abroad. This Double Degree option is offered by ESAN and one of its 8 partner universities worldwide.

At the end of the program, participants will obtain an MBA degree from ESAN and a second degree from the international university. Through this program, ESAN joins forces with several prestigious foreign universities to provide students with a unique academic experience that culminates in a degree from both institutions.

How is the double degree program structured?
The participant will complete half of the MBA program at ESAN and the other half at the double degree partner university. Upon completion of both segments ESAN confers an MBA degree and the partner university grants an MBA, Master of Management or Master of International Business depending on the structure of its program.

Application Requirements
The participant has to finish the first half of the International MBA program at ESAN University prior to starting the other half at the partner university.
Good performance at ESAN (preferably to be part of the top third of the class).
Language proficiency.
Other specific requirements of the partner university.

Investment
Most of the partners do not require any tuition fee.
Only, Florida International University, University of Texas at Austin and ICHEC require tuition fee for the dual degree program. Tuition fees vary from university to university.
Participants will cover their traveling and living expenses (i.e. airplane tickets, insurance, housing) etc.

PARTNERS
University of Texas, USA.
Master in Business Administration (MBA)

Florida International University, USA.
Master of International Business (MIB)

IESEG School of Management Lille Catholic University, France.
Master in Management (MIM)

Sup de Co Montpellier, France.
DESCM-Diplome de l'ESC Montpellier

HHL, Handelshochschule Leipzig, Germany.
Master in Business Administration or Master of Science in Management

ICHEC - Brussels Management School, Belgium.
Master in Business and Management

France Business School, France.
Master in Management (MIM)

ITESM Campus Guadalajara, Mexico.
Master of International Business (MIB)
MIM – Master in Management
France Business School

The mission of this Network is to educate students to be competent, open-minded, and responsible managers, to take risks, to innovate, and to work in a borderless context.

France Business School is one of France’s leading business schools and its main degree program, Master in Management Degree (MIM) is accredited by the French Ministry of Education, Research & Technology. Their campus in Clermont has the AACSB accreditation.

Students will have the opportunity to Amiens, Brest, Clermont (Accredited by AACSB) or Shanghai (China) where France Business School has campuses.

Masters in Management,
Financial Times (2012): 56th

www.france-bs.com/en

Master in Business Administration
University of Texas at Austin

The University of Texas at Austin has earned its place as a leading business school by providing learning that connects the classroom to enterprise; exposure to world-class faculty that engages and inspires; and competitive insight gleaned from leading-edge research.

The University of Texas at Austin offers one exceptional MBA. McCombs School of Business faculty teaches all courses, preparing leaders to meet the demanding challenges of today’s business world. An MBA from the University of Texas at Austin propels career advancement and access to the McCombs MBA alumni network—a dynamic group of more than 16,000 business leaders worldwide.

The Texas MBA is built around four key pillars to educate tomorrow’s leaders: knowledge and understanding, responsibility and integrity, communication and collaboration, and a worldview of business and society.

The MBA of UT at Austin is No 39 in the Global MBA ranking of the Financial Times. McCombs School of Business is accredited by AACSB.

Best Business Schools,

www.mccombs.utexas.edu/MBA/
Master of International Business
Florida International University

The MIB program is a specialized degree focused on the key skills, behaviors and techniques required for students to succeed in the international marketplace. Although global in nature, it emphasizes the knowledge and abilities that are specific to doing business in The Americas.

The global character of the MIB program is inherent in its curriculum and in the diverse nationalities of the students enrolled in it. Because of the diversity of the student body, students continually share and learn from their multinational perspectives and experiences. In addition to the international business expertise of its faculty, the program features lectures and seminars by multinational, foreign, and U.S. based corporate business leaders.

Chapman Graduate School
The Chapman Graduate School was rated among the top 15 business schools in two categories —global management and operations— surveyed in The Princeton Review’s second annual “Student Opinion Honors for Business Schools.” The lists, which reflect the evaluations of 19,000 MBA students, appeared in the April 2010 issue of Entrepreneur magazine.


Carlos Cordova - Peru
“It offers the best of two worlds, it offers the possibility to study a program entirely in English here in Peru with a class compose of 50% of international students. My goal is to get a second degree at Florida International University because it is one of the best universities of international business and it will also give me the multicultural experience I am looking for”.

Davi Santos - Brazil
“I wanted to study the international MBA at ESAN because I wanted to have an international experience and live in a country with a booming economy. I manage to meet people from different parts of the world. At ESAN I was given the opportunity to do a Double Degree program so I am going to in France in September. I decided to go to Montpellier because they have a really nice tradition in receiving international students and it is a really good university”.

Sup de Co Montpellier

Sup de Co Montpellier has over one hundred years of experience in Commerce, Management and Administration education.

The mission of the Sup de Co Montpellier is to train students to become socially responsible managers while endowing them with a strong entrepreneurial spirit and the ability adapt quickly to their professional context, whether local, national or international.

The higher education establishment of the Training Centre (Pôle Formation) of Montpellier CCI, a member of the Conférence des Grandes Ecoles, has been authorised since 2004 to award Master’s degrees. It also has the accreditation of AACSB and its master of management is the 36th position in the Financial Times ranking in 2013. Sup de Co Montpellier’s purpose is to train specialist – generalist executives who can work immediately as managers, business founders and business acquirers.

Masters in Management, Financial Times (2013): 36th

www.supdeco-montpellier.com

HHL has been recognized by major international business publications as one of the leading business schools in Europe. At HHL we continue to build on our highly successful model and reputation for excellence. The full-time MBA Program at HHL was accredited by AACSB (2004, 2009) and ACQUIN (2009) and combines a focus on leadership with global experience. MBA is especially attractive for talented and ambitious participants who are seeking managerial positions in multinational corporations. It is designed to sharpen students' interpersonal and analytical skills in addition to honing their general management skills.

Jose Pablo Echevarria - Costa Rica
“ESAN is one of the Top Ranked programs in South America and the first graduate business schools in our region. I have decided to study at IESEG because it is one of the top five ranked business schools in France”.

IESEG School of Management-Lille/Paris, Lille Catholic University

Master in Business Administration or Master of Science in Management

Handelshochschule Leipzig (HHL)

“Established in Lille in 1964 and member of the “Conférence des Grandes Écoles”, (EFMD European Foundation for Management Development) and AACSB (Association to Advance Collegiate Schools of Business)…”, which recognize the quality and excellence of the school. Its Master in Management is in the 24th position in the Financial Times ranking in 2013. IESEG's mission is to train and prepare future executives and leaders in the national and international corporate world while educating actors of change in a professional environment that is constantly changing and improving.


French Business Schools ranking
"Etudiant" International Palmares (2013): 4th

HHL has been recognized by major international business publications as one of the leading business schools in Europe. At HHL we continue to build on our highly successful model and reputation for excellence. The full-time MBA Program at HHL was accredited by AACSB (2004, 2009) and ACQUIN (2009) and combines a focus on leadership with global experience. MBA is especially attractive for talented and ambitious participants who are seeking managerial positions in multinational corporations. It is designed to sharpen students’ interpersonal and analytical skills in addition to honing their general management skills.

Rankings:
In the university ranking published by the German magazine WirtschaftsWoche, HHL was ranked No. 12 nationwide. (Financial Times Masters in Management 2010 Ranking).
The Aspen Institute features HHL in its 2010-2011 guide The Sustainable MBA: The Guide to Business Schools that are Making a Difference. In accordance with its mission to promote effective and responsible leadership, HHL offers a curriculum that focuses on social impact.

Masters in management,
Financial Times (2013): 9th

www.hhl.de
The Master in International Business (MIB) at ITESM Campus Guadalajara, Mexico.

Located in downtown Brussels, which is one of Europe's capital cities, ICHEC School of Management stands out for its vocation to international business education. This strategic advantage offers students numerous opportunities. ICHEC offers a corporate learning experience: more than 300 teachers who are experts from the corporate world. In addition to that, students also have contacts with the business world through conferences, company visits, practical case studies, etc.

Cooperative spirit and student-centered approach:
The small scale/reactive structure enables ICHEC to have a cooperative spirit with a highly-qualified staff assisting the students in their personalized learning path.

81% of ICHEC students find a job within the 5 first months after graduation.

www.ichec.be/

Master of International Business (MIB)
ITESM Campus Guadalajara, Mexico.

Since its foundation, Tecnológico de Monterrey has lived a continuous innovation process to respond to the educational demands that emerge from social, economic, scientific, labor and technological changes, and to the challenges that the country development faces.

Tecnológico de Mexico promotes in their students humanistic values, an international perspective, and an entrepreneurial culture. They are present throughout Mexico with their 31 campuses and in several other countries through their sites and liaison offices.

The Master in International Business (MIB) at ITESM is a program focused on forming international leader executives with an open mentality to compete in a global environment.

The MIB at TEC Guadalajara promotes the participation in projects that involve consulting activities for international companies.

www.itesm.edu/wps/wcm/connect/Campus/GDA/Guadalajara/

Juan Carlos Leon - Costa Rica
“I had the opportunity to share my knowledge with several colleagues from 8 different countries. This has been an amazing experience. ESAN gives me the opportunity to do my Double Degree in The Tecnológico de Monterrey in Guadalajara in Mexico. This will give me a projection to have my own business”.

Master in Business and Management
ICHEC – Brussels Management School

Since its foundation, Tecnológico de Monterrey has lived a continuous innovation process to respond to the educational demands that emerge from social, economic, scientific, labor and technological changes, and to the challenges that the country development faces.

Tecnológico de Mexico promotes in their students humanistic values, an international perspective, and an entrepreneurial culture. They are present throughout Mexico with their 31 campuses and in several other countries through their sites and liaison offices.

Since its foundation, Tecnológico de Monterrey has lived a continuous innovation process to respond to the educational demands that emerge from social, economic, scientific, labor and technological changes, and to the challenges that the country development faces.

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www.itesm.edu/wps/wcm/connect/Campus/GDA/Guadalajara/
The Program Curriculum

The International MBA’s curriculum is dynamic. It is constantly reviewed and adapted to the needs and requirements of the world of business.

<table>
<thead>
<tr>
<th>1st Academic Period</th>
<th>Credit</th>
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<tbody>
<tr>
<td>Critical Thinking</td>
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<tr>
<td>Managerial and Cost Accounting</td>
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<tr>
<td>Quantitative Analysis for Management</td>
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<td>Leadership and Organizational Behavior</td>
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<td>Marketing Management</td>
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<td>Financial Management</td>
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<tr>
<td>Business and Government</td>
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<tr>
<td>Strategic Management</td>
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<tr>
<td>Business Simulation Game</td>
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<tr>
<td>Evaluating Investment Projects</td>
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<tr>
<td>Business Environment</td>
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<tr>
<td>Ethics and Social Responsibility</td>
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<tr>
<td>Managerial Competencies</td>
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<td>Global Management</td>
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<td>Thesis Methodology Seminar</td>
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<td>(A) Business Plan</td>
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<td>10 Courses equivalent to specialization established by the Program</td>
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</table>
Core courses

Our mandatory courses or core courses have been designed with benchmarks from the best business schools in the world. The objective is to provide students with solid academic and practical experience. Students will have to tools to make excellent management decisions in different functional areas of an organization.

**MANAGEMENT AREA**

**Leadership and Organizational Behavior**
Analysis and comprehension of the human factor through studies of group and individual behavior. Participants will systematize and compare their individual experiences with findings in the social sciences and organizational theory. This course will focus on developing the practical skills that managers need in this area.

**Human Resources Management**
This course will present the foundations and challenges of the managing a modern staff and focus on other key concepts, techniques and processes in this dynamic area.

**Strategic Management**
The course will break parochial paradigms to redefine strategic options. After completing this course, the participant will be able to conceptualize of value on a regional or global plane.

**ACCOUNTING, ECONOMY AND FINANCE AREA**

**Financial Management**
Participants will be given the tools to develop and evaluate investment projects and make decisions to increase the company’s value in the Peruvian financial market.

**Managerial and Cost Accounting**
The course introduces the fundamentals of financial accounting. It focuses on the adequate use of cost accounting information in budget processes as a tool for economic management and business control. At the end of the course participants will understand the fundamentals of costs accounting and will be able to apply methods for budget development and control during decision making process.

**Managerial Economics**
Students will learn to recognize the relationship between concepts and relevant principles of economic theory and business management. This knowledge will help managers effectively analyze day-to-day events in business scenarios. The course also examines economic factors that limit an organization’s growth and management.

**Business and Government**
This course will give students an overview of political and economic determinants in the region and around the world. Students will learn how these factors affect the activities and development of companies, government institutions and other organizations.

**Evaluating Investment Projects**
This course aim to provide students with concepts and tools to develop and to evaluate an investment project and suggest alternatives for financing.
MARKETING AND INTERNATIONAL BUSINESS AREA

Marketing Management
Participants will become familiar with marketing principles, tools and generic strategies for different market sectors.

Global Management
The course will help students understand the effects of international development, the impact of globalization and international business, theories and institutions of commerce and investment, schemes to compare environments, strategy, structure and global environments, as well as international operations management.

OPERATIONS AND INFORMATION TECHNOLOGY AREAS

Quantitative Analysis for Management
The course will introduce basic concepts and methods relative to statistics for business. Students will develop analytical and quantitative skills to solve management problems, apply concepts and techniques to transform data into information for decision making, and interpret reports about different aspects of management.

Information Systems Management
This course gives students a basic grounding in information systems and internet and focuses on the impact both have on organizations. Students will learn the strategic nature of IT and the value it generates. The course will also focus on the elements that must be considered when making decisions about technology.

Operation and Supply Chain Management
The course offers the fundamentals, theories, and instruments for adequate supply chain management. The supply chain specialist must process constant requests from different areas of an organization and must be capable of making financial projections, effectively managing human resources, and generating low-cost efficiencies.
The Management Skills Program focuses on helping students develop essential management skills. Students are evaluated on the first day of class to identify their skill level at the beginning of the program. The results of this initial diagnostic will be compared with those obtained throughout the MBA program. A series of workshops will be held during this period as a complement to the curriculum.

**WORKSHOPS**

**Socialization and Group Formation**
This workshop will focus on how work groups are structured. It will be held prior to the first day of class and marks the beginning of the first stage of the MBA program.

**Managerial Skills**
The objective is to evaluate students’ management skills at the beginning of the program.

**Developing Managerial Skills**
After the initial evaluation, a series of workshops will be held to develop and strengthen skills.

**Critical Thinking**
This course will help students rediscover their capacity for critical, questioning thought. They will learn why people resist unlearning old patterns and will learn to review and abandon paradigms, learn from difficulties, tolerate uncertainty, and resist the temptation to over-structure.

**Business Environment**
This course analyzes the environment in which companies operate in national and international contexts in the global economy, it looks at how companies adapt to new global trends to ensure viability.
Management Decision - Making
This course will help students gain a better understanding of how organizations make decisions. It will examine the aspects involved in decision making and how this process may differ from organization to organization.

Business Simulation Game
The course will develop management skills by focusing on decision making in competitive contexts with time and financial constraints. It will also focus on communications and reporting. Students will learn how their decisions affect the business environment and influence the decisions made by other organizations.

Ethics and Social Responsibility
This course examines the concepts and framework of analysis used to determine an organization’s responsibilities to its shareholders. It evaluates cases of businesses that are in the process of implementing CSR programs.

THESIS METHODOLOGY

Thesis Methodology for Business Plan
This course will teach students about the main tools used to evaluate potential business ideas. Students will learn methods for business planning, assess the feasibility of promising ideas, and review aspects of processes to implement business plans.

Thesis Methodology for Applied Research
The course aims to provide a methodological framework to help students write their thesis. It reviews methods for qualitative and quantitative research and their application.
Renowned faculty

**ESAN FACULTY**
- PhD Alberto Alexander Servat
- PhD Lydia Arbaiza Fermini
- PhD Alberto Bejarano Heredia
- PhD Armando Borda Reyes
- PhD Sergio Bravo Orellana
- PhD Luis Chavez Bedoya
- PhD Diego Cueto Saco
- PhD César Fuentes Cruz
- PhD Jorge Guillén Uyen
- PhD Kety Jáuregui Machuca
- PhD Enrique Louffat Olivares
- PhD Miguel Ángel Martín Mato
- PhD Nancy Matos de Valjéos
- PhD Genaro Matute Mejía
- PhD Alfredo Mondiola Cabrera
- PhD Oswaldo Morales Tristán
- PhD Luis Piazzon Gallo
- PhD Edwin Quintanilla Acosta
- PhD Otto Regisaldo Pezúa
- PhD José Antonio Robles Flores
- PhD Santiago Roca Tavella
- PhD Jaime Serda Nishimura
- PhD Martín Santana Oremeño
- PhD Jorge Talaver Traverso
- PhD Juan Timán De La Flor
- PhD José Luis Wakabayashi Muroya
- PhD Peter Yamakawa Tsuja
- PhD (c) Alex Albújar Cruz
- PhD (c) Aldo Bresani Torres
- PhD (c) Luis Felipe Calderón Moncloa
- PhD (c) Cecilia Esteves Dejo
- PhD (c) Eddy Morris Abarca
- PhD (c) Ana Reátegui Vela
- MBA René Cornejo Vela
- MBA Sergio Cuervo Guzmán

**MBA**
- MBA Patricia González Peralta
- MBA Gonzalo Guerra-Garcia Picasso
- MBA Estuardo Lu Chang-Say
- MBA Tomás Minauro Latorre
- MBA María Rosa Morán Macedo
- MBA David Ritchie Ballenas
- MBA Germán Velásquez Salazar
- MBA Percy Vigil Vidal
- MBA Alberto Zapater Cateriano
- MA Carlos Aguirre Gamarra
- Jorge Baraybar Cardini
- Octavio Chirinos Valdavia
- Armando Valdés Palacio

**INTERNATIONAL FACULTY**
- PhD Ibere Arco e Flexa
- PhD John Branch
- PhD Julio Cerviño
- PhD Etienne Cracco
- PhD Urbi Garay Lunch
- PhD Virginia Lasio
- PhD Horacio Meléndez
- PhD Christopher Robertson
- PhD Tracy Tuten
- PhD Otmar E. Varela
- PhD Ajay Vinzé
- PhD David Wernick

*Professor Luis Chavez-Bedoya interacting with the students.*
ALBERTO ALEXANDER SERVAT
PhD in Business Administration at University of Kansas. M.A. in Educational Administration from Northern Michigan University. He graduated from Universidad Nacional de Ingeniería, Peru. Bachelor of Electrical Engineering from National University of Engineering Lima with a degree in Business Administration.

ALEX ALBÚJAR CRUZ
Doctoral Candidate in Administration at ESADE, Spain. He has worked as a Project Director and CEO at ESAN University and has also been Operations Manager at Proinversion.

CARLOS AGUIRRE GAMARRA
Holds an MA in Finance form ESAN and an undergraduate degree in Economics. He has completed a Finance Specialization Program in Economic Regulation of Telecommunications and Bank Management.

LYDIA ARBAIZA FERMINI
PhD in Economics with a emphasis on Organizational Theory, WHU-Koblenz University, “Otto Beisheim Graduate School of Management”, Germany. MBA, ESAN, Peru. Bachelor of Industrial Engineering from University of Lima, Peru.

JORGE BARAYBAR CARDINI
Holds a degree of Management Science from the University of Lima in Peru. He has completed the “CEO Program” at Kellogg College Graduate School of Management, Northwestern University of Chicago.

ALBERTO BEJARANO HEREDIA
PhD in Management Science, ESADE, in Spain. He has more than twenty years of experience in the Post Graduate Education field. MBA. He holds a Bachelor of Electrical Engineering from National University of Engineering Peru.

ARMANDO BORDA REYES
PhD in Business Administration at Florida International University, USA, MBA with a concentration in Finance at ESAN. Bachelor of Business Administration from the University of Lima.

SERGIO BRAVO ORELLANA
PhD in Management–ESADE, Spain. MBA, ESAN. With a concentration in Finance at UCLA, Los Angeles California.

ALDO BRESANI TORRES
PhD in Candidate in Management–ESADE, Spain. MSc in Electrical Engineering and MSc in Systems Engineering, U.S. NPS, California, USA. MBA, ESAN. Bachelor of Naval – Maritime Sciences from the Peruvian Naval Academy.

LUIS FELIPE CALDERÓN MONCLOA
Doctoral studies at IAE-UPMF, Grenoble, France. DEA, University of Nice, France. MA in Management Learning and MSc in Information Management, Lancaster University, United Kingdom. MBA, ESAN, Peru. Bachelor of Psychology from National University of San Marcos, Peru.

LUIS CHAVEZ BEDOYA
PhD and MS in Industrial Engineering (IE) and Management Sciences, Northwestern University. MS in Mathematics and BS in IE, Pontificial Catholic University of Peru. Research interests: mathematical finance and quantitative models in management.

OCTAVIO CHIRINOS VALDIVIA
Doctoral studies at Massachusetts Institute of Technology, MIT. Bachelor of Economics from the Pontificia Universidad Católica of Peru.

RENÉ CORNEJO DÍAZ
Doctoral Candidate in Management at ESADE, Spain. Post graduate studies in Finance at UCLA, Los Angeles California, USA. MBA, ESAN. Bachelor of Mechanical and Electrical Engineering from the National University of Engineering, Peru.

SERGIO CUERVO GUZMÁN
Doctoral studies in Management at Carlos III University, Spain. MBA, ESAN. Bachelor of Industrial Engineering from Fidelitas University, Costa Rica.

DIEGO CUETO SACO
PhD in Finance and Management from Concordia University, Canada. MBA, ESAN. Researcher, specialist in Corporate Government, International Finance and Emerging Markets.

CÉSAR FUENTES CRUZ
PhD in Economics with a concentration in Macroeconomics, Finance and International Commerce from University of Pittsburg, USA. Bachelor of Economics from Pontificia Universidad Católica de Peru.

SERGIO CUERVO GUZMÁN
PhD in Management–ESADE, Spain. Post graduate studies at INALDE, University of La Sabana, Bogota and at Harvard Institute for International Development, Boston. He has been Line Manager and New Categories Manager at Alicorp SA.
<table>
<thead>
<tr>
<th>Name</th>
<th>Degree/Program</th>
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<tbody>
<tr>
<td>MIGUEL ÁNGEL MARTÍN MATO</td>
<td>PhD in Economic and Management Sciences with emphasis in Risk Management and Derivative Markets</td>
</tr>
<tr>
<td></td>
<td>UNED, Spain. Graduated in Administration and Business Management from Carlos III University, Spain.</td>
</tr>
<tr>
<td>NANCY MATOS DE VALLEJOS</td>
<td>PhD at ESADE, Spain. MBA, HEC University of Montreal, Canada. MBA, ESAN. Industrial Engineer from</td>
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<td>Pontificia Universidad Católica de Peru.</td>
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<tr>
<td>GENARO MATUTE MEJÍA</td>
<td>PhD in Management Information Systems, University of California at Los Angeles. MBA, University</td>
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<tr>
<td></td>
<td>of British Columbia, Canada. MBA, ESAN. Electric and Mechanical engineer from San Luis Gonzaga</td>
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<td>University, Ica - Peru.</td>
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<tr>
<td>ALFREDO MENDIOLA CABRERA</td>
<td>PhD in Administration, with emphasis in Finance at Cornell University, USA. MBA, University of</td>
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<tr>
<td></td>
<td>Toronto, Canada. MBA, ESAN. Graduated in Science with emphasis in Systems Engineering from</td>
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<td>National University of Engineering, Peru.</td>
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<tr>
<td>TOMÁS MINAURO LATORRE</td>
<td>Doctoral studies at Carlos III University, Spain. MSc in Business Administration, Pennsylvania</td>
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<td></td>
<td>State University and MBA from ESAN. Bachelor of Science with a concentration in Statistics from</td>
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<td>La Universidad Agraria, Peru.</td>
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<tr>
<td>OSWALDO MORALES TRISTÁN</td>
<td>PhD in International Studies, Graduate School of Asia Pacific Studies, Waseda University, Japan.</td>
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<tr>
<td></td>
<td>MBA, ESAN. MA in Economics and Public Service Regulation at the University of Barcelona, Spain.</td>
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<td>Graduated in Law from University of Lima, Peru.</td>
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<tr>
<td>MÁRIA ROSA MORÁN MACEDO</td>
<td>MBA, Business Policy at ESADE. MBA, ESAN. Masters in European Human Resources Management at Ecole</td>
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<td>de Management of Lyon, France. Law degree from Pontificia Universidad Católica de Peru.</td>
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<tr>
<td>EDDY MORRIS ABARCA</td>
<td>PhD (c), Master in ICT Management and Master in Information Technologies Management of La Salle</td>
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<td></td>
<td>- Universitat Ramón Llull, Barcelona Spain. Postgraduate studies in Administration and Finance at</td>
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<td>Complementary studies in Brazil, in Mexico and the USA. Director of Masters in Administration of</td>
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<td>Information Technology and Project Management of ESAN.</td>
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<tr>
<td>LUIS PIAZZON GALLO</td>
<td>PhD in Administration with a concentration in Finance at Pennsylvania State University, USA. MBA,</td>
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<td>EDWIN QUINTANILLA ACOSTA</td>
<td>PhD in Business Management at ESADE, Spain. MBA, ESAN, Peru. Bachelor of Electrical Engineering</td>
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<td>from the National University of El Centro, Peru. Vice Minister of Ministry of Energy and Mines.</td>
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<td>ANA REÁTEGUI VELA</td>
<td>Doctoral Candidate in Administration at ESADE, Spain. MBA, ESAN. International Commerce Studies</td>
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<td>Diploma at DESS, Université Val de Marne, Paris XII, France. Bachelor of Economics from the</td>
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<td>Universidad de Lima, Peru.</td>
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<td>OTTO REGALADO PEZÚA</td>
<td>PhD in Administration Sciences at Université de Nice Sophia Antipolis, Nice, France. Master of</td>
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<tr>
<td></td>
<td>Quantitative Marketing at Université Pierre Mendès, Grenoble - France. MBA, ESAN. Bachelor of</td>
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<td>Administrative Science from the University of Lima, Peru.</td>
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<tr>
<td>DAVID RITCHIE BALLENAS</td>
<td>Doctoral studies and Masters degree in Administration and Management at Universidad Católica de</td>
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<td></td>
<td>Louvain, Belgium. BSc in Business Administration, Babson College, Massachusetts.</td>
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<tr>
<td>JOSÉ ANTONIO ROBLES FLORES</td>
<td>PhD in Business Administration, W.P. Carey School of Business, Arizona State University, USA. MBA,</td>
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<tr>
<td></td>
<td>ESAN, Peru. Bachelor of Systems Engineering and Computer Science at the University Francisco</td>
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<tr>
<td>SANTIAGO ROCA TAVELLA</td>
<td>PhD and MA in Economics from Cornell University, USA. Bachelor of Social Science with a</td>
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<td>concentration in Economics the Pontificia Universidad Católica de Peru.</td>
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<tr>
<td>MARTÍN SANTANA ORMEÑO</td>
<td>PhD in Business Administration, Florida International University. MSc in Management Information</td>
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<td></td>
<td>Systems, École des Hautes Études Commerciales, Montreal, Canada. Bachelor of Industrial</td>
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<td>Engineering from the University of Lima, Peru.</td>
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<tr>
<td>JAIME SERIDA NISHIMURA</td>
<td>PhD in Management Information Systems, University of Minnesota, USA. MBA, ESAN. Bachelor of</td>
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<tr>
<td></td>
<td>Industrial Engineering from the National University of Engineering, Peru. Current Dean of the</td>
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<td>ESAN Postgraduate Program.</td>
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<tr>
<td>JORGE TALAVERA TRAVERSO</td>
<td>PhD in Business Administration at Pennsylvania State University, USA. MBA, ESAN, Peru. Bachelor</td>
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<tr>
<td></td>
<td>of Mechanical and Electrical Engineering at the National University of Engineering, Peru. Currently</td>
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<td></td>
<td>President of ESAN.</td>
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<tr>
<td>PERCY VIGIL VIDAL</td>
<td>MBA, ESAN. General Manager at Mega Plaza Shopping Mall. He has been general manager and</td>
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<td>marketing manager at important retail companies in Peru.</td>
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<tr>
<td>ARMANDO VALDÉS PALACIO</td>
<td>PhD in Administration Sciences at ESADE, Spain. MBA, ESAN. Bachelor of Business Administration</td>
</tr>
<tr>
<td></td>
<td>from the University of Lima. He is currently Director of the Marketing Masters Program at ESAN.</td>
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<tr>
<td>JOSÉ LUIS WAKABAYASHI MUROYA</td>
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<td>from the University of Lima. He is currently Director of the Marketing Masters Program at ESAN.</td>
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<tr>
<td>PETER YAMAKAWA TSUJA</td>
<td>PhD in Engineering at Osaka University, Japan. MSc in Engineering, University of Osaka, Japan. MBA,</td>
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<tr>
<td></td>
<td>ESAN. Bachelor of Electronic Engineering from the National University of Engineering, Peru.</td>
</tr>
<tr>
<td>ALBERTO ZAPATER CATERIANO</td>
<td>MBA, ESAN. MSc in Marketing, Université Laval, Quebec, Canadá. Doctoral Studies in Humanities at</td>
</tr>
<tr>
<td></td>
<td>University of Leitran, Italy. Bachelor of Humanities from the University of Leitran, Italy.</td>
</tr>
<tr>
<td>JUAN TIMANÁ DE LA FLOR</td>
<td>PhD in Business Administration with a concentration in Statistics from Pennsylvania State University.</td>
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</table>
Why Peru?

Peru is the third-largest country in South America and it is ranked among the world’s 20 most dynamic economies. The country has been growing at an annual rate of 5% for the last 15 years. According to the World Bank, Peru is expected to be one of the most dynamic countries in the region by 2013. Hence, Peru has become one of the most promising destinations for business investment and it is acknowledged as the new economic miracle in the region. It is ranked among the world’s 20 most dynamic countries in the region for business and it is acknowledged as the new economic miracle in the region.

Aprox.14 Months.

Location: Lima - Peru

Average Age: 25 – 35

Target market:

English.

Language of Instruction:

Non-English speaking candidates must submit an 80 plus TOEFL iBT or IELTS certificate.

Internships are not valid for this requirement.

Work Experience:

Should have a minimum of 3-year of corporate experience.

We expect our students not only to possess the corporate ladder but to aspire to earn career in their home countries but as well as overseas.

Target market:

25 – 35

Average Age:

Aprox.14 Months.

Location: Lima - Peru

Average Age: 25 – 35

Target market:

INTERNATIONAL MBA

Why Peru?

Peru is the third-largest country in South America and it is ranked among the world’s 20 most dynamic economies. The country has been growing at an annual rate of 5% for the last 15 years. According to the World Bank, Peru is expected to be one of the most dynamic countries in the region by 2013. Hence, Peru has become one of the most promising destinations for business investment and it is acknowledged as the new economic miracle in the region.
Where business that moves Peru is found