



USIL INTERNATIONAL CENTER FOR STUDY AND RESEARCH		
Course: Business in Peru and Latin America		
Professor: Juan Manuel Delgado		
Number of contact hours: 64		
Credits: 4		
Recommended level: junior or senior		
COURSE SUMMARY		
This course aims to give 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.		
	TOPIC / LEARNING ACTIVITY / ASSESSMENT ACTIVITY	HOURS
1.	Peru's government and political background	2
2.	Latin American politics and Peruvian institutions	2
3.	Peruvian economic history and recent performance	2
4.	Field trip to Real Plaza	2
5.	Globalization and main trading blocs in Latin America	2
6.	Peru's most important FTAs and international trade	2
7.	Crisis in the developed world: from the US real estate boom to the Greek default	2
8.	The surge of China and India: dramatic changes in sources of global demand	2
9.	Commodity prices and economic vulnerability in Peru	2
10.	The mining industry and illegal mining activities in Peru	2
11.	Major social conflicts in Peru in the last decade	2
12.	The informal economy in Peru	2
13.	Field trip to local markets (el Molino, Baratillo, and San Pedro)	3
14.	The importance of strategic planning when launching a business	2
15.	Crafting a business plan	2
16.	Field trip to Casa Mantay or another NGO	2
17.	Case study 1: Cerveza cusqueña	2
18.	Case study 2: Banco de Crédito del Perú	2
19.	Mid-term exam	2
20.	The airline industry in Peru and Latin America	2
21.	Case study 3: LATAM	2
22.	Case study 4: Cencosud	2
23.	Field trip to local downtown businesses to conduct market research	2
24.	The impact of foreign products in Peru	2
25.	International business trends and the impact of globalization in Cusco	2
26.	Doing business in Peru	2
27.	Writing a business plan	2
28.	Main economic, cultural, political and legislative indicators in the region	2
29.	Business ethics and corporate social responsibility	2
30.	Business plan review	2
31.	Business plan final presentation	2
32.	Final exam	1
BASIC READING		



1.	Chong Esteban, 2016, "Doing business and investing in Peru 2016," PricewaterhouseCoopers International Limited, https://goo.gl/olbzcX
2.	Hughes Barry, 2016, "Economía informal en Perú: situación actual y perspectivas," Centro Nacional de Planeamiento Estratégico, https://goo.gl/wGLW89
3.	Pantigoso Paulo, 2016, "Peru's Business and Investment Guide 2016/2017," Ernst & Young, https://goo.gl/oqSO5Z
4.	Schleicher Andreas, 2016, "OECD Skills Strategy Diagnostic Report Peru 2016," OECD, https://goo.gl/S7RO0o
5.	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
6.	Pantigoso Paulo, 2017, "Peru's mining & metals investment guide 2017/2018," Ernst & Young, https://goo.gl/ln1SCg
7.	Taft-Morales Maureen, 2016, "Peru: Politics, Economy, and Elections in Brief," U.S. Congressional Research Service, https://goo.gl/aK7gme