



Programa de Idiomas

SPANISH FOR BUSINESS CUSTOMIZED PROGRAM FOR FACULTY MEMBERS

DESCRIPTION

The Spanish for Business Program at ESAN is a 2-week intensive immersion program customized to the needs of foreign MBA faculty, which can be extended to 3 or 4 weeks. The program focuses on language for academic and business purposes. Company and cultural visits are also included.

FACULTY

The Language Program faculty consists of professional language teachers with extensive training abroad. They have experience in teaching Spanish and English to professionals, business executives and graduate students. Many are advisors in the field of language teaching and have participated in national and international educational projects.

ESAN's business faculty hold doctoral and master degrees from many of the top business schools in the world. Their academic work includes conducting internationally recognized research and extensive lecturing in the MBA and Executive Programs. Additionally, many are directors or consultants in prestigious organizations.

COURSE COMPONENTS

- Spanish for general, business and academic purposes. Participants will give presentations, attend lectures, participate in debates and discussions as well as develop academic reading and writing skills.
- Lectures on Latin-American studies that provide an overview of the social, political and historical aspects of the region.
- Business seminars provided by ESAN's MBA professors who will lecture on topics related to international business and corporate cultural differences.
- Individual supervised program and tutorials to cater for individual learning needs and interests.

OBJECTIVES

The program seeks to enable participants to communicate effectively and appropriately in business, academic and professional situations. It is anticipated that students will develop

verbal and writing abilities at a level above their initial proficiency level, which will be determined through a diagnostic exam

Specific objectives are:

- Building a business vocabulary base related to several areas such as management, organizational behavior, marketing, human resources and economics among others. Topics could be negotiated with participants at the beginning of the program.
- Acquiring knowledge of grammar with a major focus on communication within cultural and business contexts.
- Developing language proficiency necessary for interacting in professional and business situations.
- Developing speaking, listening, reading and writing skills customized to the professional and academic needs of business faculty.

STRUCTURE

The Spanish for Business Program is a 2-week intensive immersion course with 50 tuition hours. There is an average of three 1 ½ -hour sessions from Monday to Thursday, and one or two days of an additional session in the afternoon.

In addition, tutorial sessions will be programmed in the afternoons and company and cultural visits will be held on Fridays and some afternoons.

The program comprises the following components:

LANGUAGE DEVELOPMENT COURSES

- Spanish for business
- Grammar
- Conversation
- Latin American Culture

BUSINESS AND HISTORY SEMINARS

- Latin-American History and Political Studies
- Business Seminars

ACTIVITIES

- Company Visits
- Cultural Visit
- Tutorials & Individual Supervised Program

TIMETABLE

The following is a possible timetable for the program:

TIME	MONDAY	TUESDAY	WEDNESD.	THURSDAY	FRIDAY
8:00 - 9:30	Spanish for Business	Spanish for Business	Spanish for Business	Spanish for Business	VISIT
9:30 - 9:45	BREAK	BREAK	BREAK	BREAK	VISIT
9:45 - 11:15	Grammar	Grammar	Grammar	Grammar	VISIT
11:15 - 11:30	LUNCH	LUNCH	LUNCH	LUNCH	VISIT
11:30 - 1:00	Conversation	History and Political Studies	Business Seminars	Latin American Culture	VISIT
3:00 - 4:30	Tutorials	Tutorials	Tutorials	Tutorials	VISIT

PROGRAM DATES

REGISTRATION: December 15th – June 30th

PROGRAM DATES: **July 11th – July 22nd**

OUR SCHOOL

40 years ago, ESAN was the first business school in Hispanic America. Today our institution is one of the leading graduate schools in Latin America, actively involved in the globalization of its activities, striving to generate and transmit knowledge, and to promote through graduate training, research and consulting the development of Peru and the region.

Nowadays, over 40,000 alumni from different programs and countries hold leading positions in important corporations and institutions. They have graduated from different practical and action-oriented academic programs.

The MBA program at ESAN focuses on Latin America and Peru's reality. The program promotes an international dimension through opportunities for participating in exchange programs with universities in the United States, Europe and Japan, attending in-campus courses given by foreign specialists and opting for a double degree with the University of Texas at Austin, U.S.A and Leipzig University in Germany. It also sponsors participation in case study international competition.

OUR COUNTRY

Peru is the most representative country in South America, both historically and culturally, as it was the center of the Inca Empire and later of the Spanish Empire in America. In addition, its central geographical location permits easy access to the different countries in the region.

Peru was designated "Best Tourist Country" in the world by The Observer Travel Awards in 1996. Our country caters for varied interests such as cultural, historical and ecological tourism, and it has 84 of 104 recognized life zones in the planet.

Peru's international image in recent years has improved substantially, as the country moved towards greater economic, political and social stability. Our country has recovered the confidence of investors and foreign direct investment has almost quadruplicated in the last five years through privatization and shared investment.

In addition to its economic attractiveness, our country presents interesting social characteristics such as its racial and cultural heterogeneity, its economic and social differences and a population growth that has surpassed the Latin American average.

Our school is based in the suburbs of Lima, the country's capital, located on the coast. It takes a 15-minute drive to get to the beach and a 1-hour ride to reach the Andes skirts. The jungle is accessible by land or plane.

The city of Lima, also known as "The City of the Kings" is one of the most attractive Latin American capital cities to live in. It is a pleasant and safe modern city adequate for professional development, especially because it is a strategic city for multinational firms operating in the region.

Nightlife in Lima offers a wide range of entertainment and Peru is an important gastronomic center in Latin America because of its varied typical food that includes dishes from the different regions of the country.

Lima has a good range of public transport system offering taxis and radio-taxis 24 hours a day. New shopping centers and extended supermarket and bank timetables make life easier.

For more information about Peru you can visit <http://www.promperu.gob.pe/> and for ESAN, <http://www.esan.edu.pe>.

You can visit the Spanish Program web page at:
<http://www.esan.edu.pe/paginas/BusinessSpanish.htm>

CONTACT

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