



**INTERNATIONAL EXCHANGE PROGRAM
GUIDELINES TO APPLY**

TO

**MASTER OF SCIENCE
PROGRAM**

ACADEMIC YEAR 2019

The present document contains all the necessary information to apply to the Exchange Program at the full-time Master of Science of Universidad Adolfo Ibáñez.

For this coming March-to-December 2019 Academic Period, the Business School is able to offer the following programs:

- **MSc-Marketing*** (Business School)
- **MSc-Finance*** (Business School)
- **MSc-Master in Management Science*** (Preparatory for Ph.D.) (Business School)
- **Master in Economics and Public Affairs*** (Preparatory for Ph.D.)(MEPP, Government School)
- **Master in Innovation and Entrepreneurship** (Business School)
- **CEMS** (Business School). This restrictive program offers two elective courses for the exchange program. These two courses are taught in English

** Acceptance will be subject to balance and selection. Regular application is one term (one Quarter). Should two terms be requested and availability exists, it will be regarded as two students applying for one term each.*

**Teaching Language: Spanish*

I. Requirements to apply to the UAI International Exchange MSc's Programs:

- To be currently enrolled in an institution with which the UAI has a valid exchange agreement at master level.
- To be currently enrolled at the Master of Science or equivalent at the Home Institution.
- To count with the approval of the Home Institution according to the Agreement Exchange Terms between the Home Institution and the UAI.
- To be nominated by the International Exchange Office of the Home University. Students cannot apply directly themselves. Once a student is nominated, the Admission Office contacts and sends the application package to the applicant.
- To meet the Spanish proficiency required by the host program to guarantee a full and complete learning experience by the student, supported by a certificate or statement indicating level.
- To meet both, the academic and economic requirements stated on the exchange agreement.



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II. Applying Procedures

I. The students applying to the Academic Period 2019 must submit the following supporting documents:

- a. The Application Form appropriately filled out and signed up by the applicant and by an authorized Home Institution Official certifying the recommended applicant as a qualified candidate;
- b. Transcript of the courses attended at the Home institution at the time to apply for the exchange program; should the student apply to courses other than his/her own field, proof of prerequisites may be requested;
- c. One-page Spanish Curriculum Vitae;
- d. Proof of Spanish proficiency;
- e. Two passport-size photos, one of them stacked to the application form;
- f. Copy of the health and accident insurance policy;

Application documents should be sent by the International Exchange Office of the Home University to our admission office.

These documents should be mailed to:

**Ms. Rosa Inés Vargas,
International Graduate Exchange Program Coordinator,
International Exchange Admission Office, Business School
Universidad Adolfo Ibáñez
Avda. Padre Hurtado 750,
Viña del Mar, Chile**

As a first step documents may be scanned and sent to the e-mail: rvargas@uai.cl so that to speed up the acceptance letter sending for the visa steps and the application result, but original documents must be at the Admission Office 45 days before the program starts to validate the application.

***NOTE: GRADUATE PROGRAM TEACHING LOCATION: PEÑALOLEN CAMPUS,
SANTIAGO***

Teaching Language: Spanish

Important: Exchange students should count with a Health and Accident Insurance Cover during their stay in Chile when coming to their Exchange Period.

II. Our Institution (UAI) reserves the right to make final judgment on the admission of nominated students for the chosen courses regarding prerequisites and/or availability.

III. Academic requirements for exchange students at UAI

Students should enroll the number of courses or credits that meet the requirements for a full-time student at UAI together with the credits enough to be validated at the Home Institution Program.

Courses usually weigh 30 hours (assessing time included) = 1 credit, or 15 hours = 1/2 credit. It is academically advisable to enroll 5 credits.



***Teaching Language: Spanish**

Hours	UAI Credits	ECTS
30 hrs.	1	4
15 hrs.	1/2	2

IV. Key Dates

Regular Academic-Year calendar runs from March to December

FIRST QUARTER	MARCH TO JUNE
SECOND QUARTER	JUNE TO SEPTEMBER
THIRD QUARTER	SEPTEMBER TO DECEMBER

Note: Dates may change slightly

MASTER IN FINANCE 2019

NOTE: GRADUATE PROGRAM TEACHING LOCATION: PEÑALOLEN CAMPUS, SANTIAGO

O= (Obligatory internal academic conditions only for UAI students towards their academic degree) ; E=Elective:

Note: Courses might be subject to eventual changes. *Teaching Language: Spanish

FIRST QUARTER				MARCH 11 TO MAY 31	
SUBJECT	HOURS	UAI Credits	ECTS Granted	PREREQUISITES	Type
Ethics in Finance	15	0.5	2		O
Equity Management	30	1	4	Finance II, Econometrics	O
Fixed Income Instruments	30	1	4	Finance II, Econometrics	O
Futures, Forwards y Swaps	30	1	4	Finance II, Econometrics	O
Visual Basic and Excel for Finance	30	1	4	Finance II, Econometrics	O
Corporate Finance	30	1	4	Finance II, Econometrics	O
Debt Markets and Structured Finance	30	1	4		E
Effective Presentations	30	1	4		E
Financial Econometrics	30	1	4		E
Behavioral Finance	30	1	4	Finance II, Econometrics	E
Financial Management Control	30	1	4	Finance II, Econometrics	E



SECOND QUARTER		JUNE 17 TO SEPTEMBER 06			
SUBJECT	HOURS	UAI Credits	ECTS Granted	PREREQUISITES	Type
Options and Real Options	30	0.5	2		O
Financial Intermediation	30	1	4	Finance II, Econometrics	O
Financial Econometrics	30	1	4	Finance II, Econometrics	O
Visual Basic and Excel for Finance	30	1	4	Finance II, Econometrics	O
Project Evaluation and Preparation	30	1	4	Finance II, Econometrics	O
Corporate Finance	30	1	4	Finance II, Econometrics	O
International Fixed Income Portfolio Management	30	1	4		E
Bloomberg Tools for Fixed Income Trading	30	1	4		E
Strategic Communication	30	1	4		E
Asset Valuation	30	1	4	Finance II, Econometrics	E
Accounting for Financial Instruments	15	0.5	4	Finance II, Econometrics	E
Technical Analysis and Bloomberg	15	0.5	2		
Asset Allocation	15	0.5	2		
Matlab Workshop	30	1	4		

THIRD QUARTER		SEPTEMBER 23 TO DECEMBER 13			
SUBJECT	HOURS	UAI Credits	ECTS Granted	PREREQUISITES	Type
Cases in Finance	30	1	4		O
Equity Management	30	1	4	Finance II, Econometrics	O
Fixed Income Instruments	30	1	4	Finance II, Econometrics	O
Excel and Visual Basic for Finance	30	1	4	Finance II, Econometrics	O
Project Assessing and Preparation	30	1	4	Finance II, Econometrics	O
Macroeconomics and Financial Markets	30	1	4	Finance II, Econometrics	E
Business Decision Making & Financial Statements	15	0.5	2		E
Asset valuation	15	0.5	2		E



Behavioral Finance	30	1	4		E
Credit Risk for banks	15	0.5	2	Finance II, Econometrics	O
Technical Analysis and Bloomberg	15	0.5	2	Finance II, Econometrics	E
Financial Regulation	30	1	4		E
Financial Markets	30	1	4		E
CFA Challenge	30	1	4		E

Note: Courses and dates might be subject to changes

*** Teaching Language: Spanish**

MASTER IN MARKETING 2019

NOTE: GRADUATE PROGRAM TEACHING LOCATION: PEÑALOEN CAMPUS, SANTIAGO

(O=Obligatory; E=Elective; S=selective: internal academic conditions only for UAI students towards their academic degree)

Note: Courses might be subject to eventual changes. *Teaching Language: Spanish

FIRST QUARTER				MARCH 11 TO MAY 31	
SUBJECT	HOURS	UAI Credits	ECTS Granted	PREREQUISITES	Type
Market Research I	30	1	4	Marketing I y II	O
Strategic Marketing	30	1	4	Marketing I y II	O
Consumer Behavior	30	1	4	Marketing I y II	O
Analytics, Forecasting and Demand Estimation	30	1	4	Marketing I y II	O
Access for Marketing	30	1	4	Marketing I y II	O
Retail Marketing	15	0.5	2	Marketing I y II	E
Effective Presentations Workshop	15	0.5	2	Marketing I y II	E
Brandstorm L'Oreal	44	1.5	6	Restricted	S



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SECOND QUARTER		JUNE 17 TO SEPTEMBER 06			
SUBJECT	HOURS	UAI Credits	ECTS Granted	PREREQUISITES	Type
Investigation Research II	30	1	4	Market Research I and Statistical Methods	O
Marketing Metrics	30	1	4		O
Brand Management	15	0.5	2		O
Excel for Decision Making	15	0.5	2		O
Marketing Master Project	87	1	12		S
Shopper and Retail Management	15	0.5	2		E
Service Marketing	15	0.5	2		E
Creativity	15	1.5	6		E
Special Topics: Marketing Best Practices	15				E
Social Responsibility in Marketing	30				E
Marketing Simulation	30			Restricted	S
Family Business	30				E



THIRD QUARTER		SEPTEMBER 23 TO DECEMBER 13			
SUBJECT	HOURS	UAI Credits	ECTS Granted	PREREQUISITES	Type
International Marketing	15	0.5	2		O
Integrated Marketing Communication	30	1	4		O
Digital Marketing	30	1	4		O
Marketing Simulation	30	1	4		S
Advanced Office for Business Decision	15	0.5	2		E
Essential People Skills for Happier and High Management	15	0.5	2		E
Special topics: Tourism MKT	15	0.5	2		E
Shopper and Retail Management	15	0.5	2		E
New Product Development	15	0.5	2		E
Commercial Research	30	1	4		E
New Topics in Marketing	15	0.5	2		E
Marketing 2.0: Keys to Success	15	0.5	2		E
Statistical Analysis Programs	15	0.5	2		E
Strategic Communication	15	0.5	2		E
Family Business	30	1	4		E

Note: Courses and dates might be subject to changes



MASTER IN ECONOMICS AND PUBLIC AFFAIRS (MEPP) 2019 (Preparatory Program to Ph.D.)

NOTE: GRADUATE PROGRAM TEACHING LOCATION: PEÑALOLEN CAMPUS, SANTIAGO

O=Obligatory

E=Elective

Note: Courses might be subject to eventual changes. **Teaching Language: Spanish*

FIRST QUARTER				MARCH 11 TO MAY 31	
SUBJECT	HOURS	UAI Credits	ECTS Granted	PREREQUISITES	Type
Microeconometrics	30	1	2		O
Applied Microeconomics	30	1	4		O
Introduction to Public Policies	30	1	4		O
Ethic and Public Policies	30	1	4		O
Chilean Economy	30	1	2		
Stata	30	1	2		O
SECOND QUARTER				JUNE 17 TO SEPTEMBER 06	
Public Finance	30	1	4		O
Impact Assessment	30	1	4		O
Cost-benefits Analysis	30	1	4		O
Economic Doctrines: History and Methods	30	1	4		E
Regulation and Competencies	30	1	4		E
Political Theory I	15	0.5	4		E
Capital Market	15	0.5	4		E
THIRD QUARTER				SEPTEMBER 23 17 TO DECEMBER 13	
Public Election	30	1	4		E
Poverty and Public Policies	30	1	4		E
Economics of Education	30	1	4		E
Economics of Health	30	1	4		E
Economics, Psychology and Public Policies	30	1	4	Advanced Microeconomics I	E
Urban Economics	15	0.5	2		E
Spatial Theory of Voting	15	0.5	2		E
Economics of Pensions	15	0.5	2		E
Stata	15	0.5	2		E

Note: Courses and dates might be subject to changes



MASTER IN MANAGEMENT 2019 (Preparatory Program to Ph.D.)

O=Obligatory E=Elective

Note: **Teaching Language: Spanish*

FIRST QUARTER				MARCH 11 TO MAY 31	
SUBJECT	HOURS	UAI Credits	ECTS Granted	PREREQUISITES	Type
Economy for Management	30	1			
Econometrics	30	1			
Analysis and Modeling Under Uncertainty	15	0.5			
Organizational Alignment	15	0.5			
SECOND QUARTER				JUNE 17 TO SEPTEMBER 06	
Readings (Ph.D.)*	30	1			
Readings (Ph.D.)*	30	1			
Consulting Workshop	30	1			
Multivariate Analysis	30	1			
<i>*Note: students should take 2 reading courses of three options: Strategy, Marketing and Organizational Behavior</i>					
THIRD QUARTER				SEPTEMBER 23 17 TO DECEMBER 13	
Consulting Workshop Workshop	30	1	4		E
Investigation Methods	30	1	4		E
Qualitative Methods	15	0.5	0.5		E
Organizational Happiness	15	0.5	0.5		E
Experiment Designing	15	0.5	0.5	Advanced Microeconomics I	E
Sustainability	15	0.5	0.5		E
Decision Making	15	0.5	0.5		E
Corporate Research Decision Making Modeling	15	0.5	0.5		E
Topic in Strategy (To be set)	30	0.5	1		E
<i>*Note: Former topic subjects offered:</i> Decision Making Topics for Marketing Topics for Strategy Modeling of corporate investment decisions Branding y consuming Operation Strategy Research Methods Workshop Organization Theory					

Note: Courses and dates might be subject to changes

**MASTER IN INNOVATION AND ENTREPRENEURSHIP 2019**

O=Obligatory

E=Elective

Note: *Teaching Language: Spanish

FIRST QUARTER				MARCH 11 TO MAY 31	
SUBJECT	HOURS	UAI Credits	ECTS Granted	PRERREQUISITES	Type
Assessing the Opportunity	15	0.5	2		
Business Strategy	15	0.5	2		
The Entrepreneur's Competencies	30	1	4		
Design Thinking: Observation & Ideation	30	1	4		
The Entrepreneurship Ecosystem	15	0.5	2		
The Entrepreneurship Typology	15	0.5	2		
SECOND QUARTER				JUNE 17 TO SEPTEMBER 06	
Project Evaluation I	15	0.5	2		
Strategic Marketing	30	1	4		
Prototyping Design and Tools	30	1	4	Restricted	
Digital Marketing I	15	0.5	2		
Business Intelligence	15	0.5	2	Restricted	
I+E Workshop: Business Models	30	1	4	Restricted	
Career and Employability Development Workshop	8			Restricted	
THIRD QUARTER				SEPTEMBER 23 17 TO DECEMBER 13	
Financing of Ventures	30	1	4		
Digital Fabrication	15	0.5	2		
Regulatory Framework for Entrepreneurs	15	0.5	2		
Project Evaluation II	15	0.5	2	Restricted	
Entrepreneurship Commercial Management	15	0.5	2		
I+E Start-up Workshop	30	1	4	Restricted	

Note: Courses and dates might be subject to changes



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CEMS 2019

O=Obligatory

E=Elective

Note: **Teaching Language: English*

FIRST QUARTER				MARCH 11 TO MAY 31	
SUBJECT	HOURS	UAI Credits	ECTS Granted	PRERREQUISITES	Type
Global Supply Chain Management	30	1	6		E
Strategic Corporate Governance	30	1	6		E