



**Live
Atacama**

Summer / Winter Program

2019-2020

2 or 4 Weeks

Business & Cultural Route

Coquimbo Region





Atacama Immersion Chile

Atacama Immersion Chile® is an educational initiative focused on social development, integration and exchange. Through learning experiences and international collaboration, we seek to contribute to the integral formation of people, academic involvement, and links with the social and productive world.

ABOUT UCN

Universidad Católica del Norte (UCN), funded in 1956, has 60 years being one of the most remarkable universities in the North of Chile. With the aim of serving in the fields of teaching, research and extension, it was born thanks to the enthusiastic initiative of the priests of the company of Jesus, who fought with determination to realize this desire for the northern people: a University at the service of culture, sciences and development, but with full adherence to the Christian faith.



The Program includes

- ☀ Airport/city/airport pick up
- ☀ Lectures of Business in Latam, Cultural Route
- ☀ UCN Field Coordinator
- ☀ Transports
- ☀ Tickets to places of interest
- ☀ Accommodation
- ☀ Meals (breakfast, lunch, dinner)
- ☀ Full day in Reserva Pinguinos de Humboldt
- ☀ Souvenirs of Atacama Immersion

** Field trips might vary according to the number of the days of the Program*

Business in Latin America

Contents of the course

Module I STRATEGIC MANAGEMENT

- What is strategy and what is not?
- The planning process of Strategic Planning
- Analyzing the industry
- Strategy implementation
- Organizational structure: fundamental concepts and design
- Management control systems

Module II BUSINESS IN CHILE AND LATIN AMERICA

- Economic panorama and policies
- The public sector and the role of private companies in Chile
- Integration efforts in LATAM, and Chilean foreign policy and trade agreements
- The Chilean financial and capital market and corporate governance regulations
- Chile Tax System and International Financial Reporting Standards
- How to create a company in Chile?
- Doing business in Chile and LATAM: Advice for Foreign Entrepreneurs



Business in Latin America

The course is based on knowledge developed in other disciplines, such as General Administration, Economics, and Marketing. Students will also have the opportunity to interact with guest speakers and visit local businesses.

Resume	2 Weeks	4 Weeks
Lectures	18 hours	36 Hours
Field Visits or Laboratory	10 hours	20 Hours
Total	28 Hours = 1 credit	56 Hours = 2 Credits



Cultural Tourist

Route



Polynesian Canoe Clinic (AM).
Talk Marine-coastal ecosystems of the Norte Chico (PM).



Visit to the Natural Sanctuary of Cetáceos, Chañaral de Aceituno
Visit to Humboldt Penguin National Reserve, Punta de Choros



Life and work workshop by Gabriela Mistral, Nobel Prize for Literature (AM)
Visit to Casa / Museo in Montegrande, Elqui Valley and Visit to Pisquera (includes pisco tasting) (PM).

Culture and Religiosity in America Latina (AM)
Visit Churches and Temples (PM).



Visit to Cerro Tololo Observatory

Culture and Religiosity in America Latina (AM)
Visit Churches and Temples (PM).



Field Trip

- ☀ Polynesian Canoe Clinic
- ☀ Visit to Humboldt Penguin National Reserve
- ☀ Punta de Choros
- ☀ Visit to the Natural Sanctuary of Cetáceos, Chañaral de Aceituno
- ☀ Visit to Casa / Museo in Montegrande Gabriela Mistral.
- ☀ Elqui Valley
- ☀ Visit to Pisquera
- ☀ Visit Churches and Temples
- ☀ Cerro Tololo Observatory

Field trips might vary according to the number of the days of the Program



Program Cost

Modalities	Includes	Meals included	Price
Complete Program	Atacama Immersion program	Breakfast	Programs from USD 1,600 (10 Days)
<i>Group over 10 students</i>	Accommodation	Lunch	
		Dinner	

** Participants do not need a student visa in order to join in short programs.*

How to Apply

Students must contact us sending the following documents in a PDF file:

- 1 Photo
- Passport
- Complete the [Application Form](#)

CONTACT



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**¡LIVE ATACAMA
IMMERSION CHILE!**

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