



**INTERNATIONAL EXCHANGE GUIDELINES TO APPLY  
TO  
MASTER OF SCIENCE  
GRADUATE PROGRAM  
YEAR 2016 ACADEMIC PERIOD**

The present document contains all the necessary information to apply to the full-time Master of Science Exchange Program at Universidad Adolfo Ibáñez. Places depend on the balance between the numbers of outgoing and incoming exchange students with the universities in agreement, and the availability in the courses imparted by the above mentioned Master. This program is divided in trimesters. For this coming March to December 2016 Academic Period, the Business School is able to offer the following programs:

- **MSc-Marketing\*** (Program with restricted availability, places should be asked before nomination)
- **MSc-Finance\***
- **Master in Economics and Public Affairs\*** (Preparatory Program for a PhD. Acceptance subject to the program academic committee submission)

**\* Acceptance will be subject to balance and selection. Regular application is one term (one trimester) which should be expressed on the application. Should two terms be requested and availability exists, it will be regarded as two students applying for one term each.**

**I. To apply to the UAI International Exchange MSc's Program it is required:**

- 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 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 Host Institution (UAI). Our institution relies on the screening out our partners apply regarding to qualified applicants to be sent.
- To be nominated by the International Exchange Office of the Home University. Students cannot apply directly themselves. Once the student is nominated, the Admission Office has the application package sent to the applicant.



- To meet the Spanish proficiency required by the host program to guarantee a full and complete learning by the student, supported by a certificate or statement indicating level.
- To meet both academic and economic requirements stated on the exchange agreement.

## II. Applying Procedures

- I. The students applying to the 2016 Academic Period should 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 who certifies that the recommended applicant is a qualified candidate.
  - b. Transcript of the courses attended at the Home institution at the time to apply for the exchange program.
  - 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. Application documents should be sent by the International Exchange Office of the Home University.
  - g. These documents should be addressed 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**

by post. As a first step documents may be scanned and sent to the e-mail: [rvargas@uai.cl](mailto:rvargas@uai.cl) so that to speed up the application result and response, but original documents must be at the Admission Office 45 days before the program starts to validate application.

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



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

**III. Academic requirements at the host institution (UAI)**

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

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

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

<b>FIRST TRIMESTER</b>	<b>MARCH TO JUNE</b>
<b>SECOND TRIMESTER</b>	<b>JUNE TO SEPTEMBER</b>
<b>THIRD TRIMESTER</b>	<b>SEPTEMBER TO DECEMBER</b>

Note: Dates may change slightly

**MASTER IN FINANCE 2016**

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

Note: Courses might be subject to eventual changes

<b>First Trimester</b>	<b>MARCH 07 TO May 27</b>	
<b>SUBJECT</b>	<b>N° HOURS</b>	<b>Prerequisites</b>
Ethics in Finance	15	Finance II, Econometrics O
Equity Management	30	Finance II, Econometrics O
Fixed Income Instruments	30	Finance II, Econometrics O
Futures, Forwards y Swaps	30	Finance II, Econometrics O
Visual Basic and Excel for Finance	30	Finance II, Econometrics O



Corporate Finance	30	Finance II, Econometrics	O
Debt Markets and Structured Finance	30		E
Effective Presentations	30		E
Financial Statements under IFRS	15		E
International Finance	30	Finance II, Econometrics	E
Financial Management Control	30	Finance II, Econometrics	E
<b>Second Trimester</b>		<b>JUNE 13 TO SEPTEMBER 2</b>	
<b>SUBJECT</b>	<b>N° HOURS</b>	<b>Prerequisites</b>	
Options and Real Options	30		O
Financial Intermediation	30		O
Financial Econometrics	30		O
Visual Basic and Excel for Finance	30		O
Project Evaluation and Preparation	30		O
Corporate Finance	30		O
Technical Analysis and Bloomberg	15		E
Strategic Communication	30		E
Financial Analysis Topics	30		E
Behavioral Finance	30		E
Asset Valuation	30		E
<b>Third Trimester</b>		<b>SEPTEMBER 19 TO DECEMBER 09</b>	
<b>SUBJECT</b>	<b>N° HOURS</b>	<b>Prerequisites</b>	
Cases in Finance	30		O
Equity Management	30		O
Fixed Income Instruments	30		O
Financial Risk Management	30		O
Corporate Finance	30		O
Project Evaluation and Preparation	30		O
International Portfolio Management	30		E
Macroeconomics and Financial Markets	30		E
Business Decisions & Financial Statements	15		E
Small Business Consulting	30		E
Behavioral Finance	30		E



## **MASTER IN MARKETING 2016**

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

<b>First Trimester</b>	<b>MARCH 07 TO May 27</b>		
SUBJECT	N° HOURS	Prerequisites	
Market Research I	30	Marketing I y II	O
Strategic Marketing	30	Marketing I y II	O
Consumer Behavior	30	Marketing I y II	O
Marketing Metrics	30	Marketing I y II	O
Access	15	Marketing I y II	E
Retail Marketing	15	Marketing I y II	E
Team Building	15	Marketing I y II	E
Effective Presentations Workshop	30	Marketing I y II	E
Brandstorm L'Oreal	44	Marketing I y II	S

<b>Second Trimester</b>	<b>JUNE 13 TO SEPTEMBER 02</b>		
SUBJECT	N° HOURS	Prerequisites	
Investigation Research II	30	Market Research I and Statistical Methods	O
Analytics, Forecasting and Demand Estimation	30		O
Brand Management	15		O
Excel for Decision Making	15		O
Marketing Master Project	12		S
Business to Business	15	Strategic Marketing and Market Research I	O
Sales Management	15		E
Marketing 2.0: Keys to Success	15		E
Distribution Channels	15		E
Access	15		E
Service Marketing	15		E
Brand Workshop	30		S
Creativity	15		E



Special Topics: Marketing Best Practices	15		E
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Third Trimester		SEPTEMBER 19 TO DECEMBER 09	
SUBJECT	N° HOURS	Prerequisites	
International Marketing	30		O
Integrated Marketing Communication	30		O
Marketing Simulation	30		S
Advanced Office for Business Decision	15	Marketing I & Marketing II	E
Special topics: Cases in Marketing	15		E
Price Strategy and Policy	30	Microeconomics II	E
Essential People Skills for Happier and High Perform	15		E
Digital Marketing	15		E
Special topics: (Tourism Marketing )	15		E
Innovation and Technology	30		E
New Product Development	15		
Advanced Quality Research	30		E
Hot Topics in Marketing	15		E
Strategic Communication	15		E



**MASTER IN ECONOMICS AND PUBLIC AFFAIRS (MEPP) 2016**

O=Obligatory  
E=Elective  
TO=Compulsory Workshop

<b>FIRST TRIMESTER March 07 to May 27</b>	<b>N° HOURS</b>	<b>PREREQUISITES</b>	
Microeconometrics	30		O
Contemporary Sociology	30		O
Introduction to Public Policies	30		O
Advanced Microeconomics	30		O
Ethic and Public Policies	30		O
<b>SECOND TRIMESTER June 13 to September 02</b>	<b>N° HOURS</b>	<b>PREREQUISITES</b>	
Public Finance	30		O
Impact Assessment	30		O
Cost-benefits Analysis	30		O
Opinion Poll	15		E
Negotiation and Crisis Management	15		E
Political Theory I	15		E
Public Election	30		E
History of the Economic Thought	15		E
<b>THIRD TRIMESTER September 19 to December 09</b>	<b>N° HOURS</b>	<b>PREREQUISITES</b>	
Chilean Economy	30		E
Urban Economics	30		E
Economics, Psychology and Public Policies	30	Advanced Microeconomics I	E
Poverty and Public Policies	30		E
Economics and Network Sociology	30		E
Health Economics	15		E
Spatial Theory of Voting	15		E

**Note: Courses might be subject to changes**