

University of South Florida College of Business Newsletter

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USF College of Business to Launch Peruvian Partnership in 2011



Dean Forsythe signs the partnership while President Roekaert and USF Dean of International Affairs Maria Crummett look on

International boundaries in business are fading, and the need for well-prepared global decision-makers is becoming crucial. That's why the USF College of Business is headed to South America. It is slated to launch a partnership with [Universidad San Ignacio de Loyola \(USIL\)](#) for students in Lima, Peru, starting in March 2011. Recently, USF officials, including College of Business Dean Robert Forsythe, held a signing ceremony with [USIL President Edward Roekaert](#) to make the partnership official.

"We firmly believe our graduates need to develop a global perspective," Roekaert said. "We also believe in building networks that will provide students in Peru with the best education the world has to offer. We feel that offering an American degree in Peru is the best way of developing this competency."

"Borders are blurred in business," said Forsythe. "Peruvian students will be given the opportunity to get a quality American education. These future executives need to understand how entrepreneurship and business practices differ across cultures."

The program will offer students studying at USIL the opportunity to earn a general business degree with concentrations in marketing and international business from USF without leaving Peru.

"An international education provides a competitive advantage no other program can match," Roekaert said. "Industry today looks to attract well-rounded graduates with an international perspective. The standards offered by the USF program go beyond what would normally be available in Latin America and will definitely benefit the future graduates of this partnership."

Modeled after the College of Business' current partnership with Singapore's Center for American Education, which started two years ago, the program will also provide stateside students opportunities to study abroad in South America while learning from USF faculty and earning credits toward a USF business degree.

USF will again partner with Broward College as it has in Singapore. Broward College offers an on-site program, leading to an associate in arts degree, to students that is transferrable to the USIL and College of Business' new program.

Peruvian students will experience the same coursework as USF business students in Tampa. At least sixty percent of the classes in the program will be taught by USF faculty who will travel to Peru for courses lasting three weeks each.

"Not only will Peruvian students benefit from this program; our faculty will too," said Forsythe. "By traveling to Peru, USF faculty can explore the area and get to learn business practices in the country, bringing back that

knowledge to our students in Tampa.”

Once students complete their coursework, they are able to graduate with a bachelor of business administration degree from USF. Just this past summer, the inaugural class of the Singapore program graduated, earning a degree that will give them a greater chance of launching a career in their home country.

While enriching the student and faculty experience are the primary reasons for the partnership with USIL and Broward College, there are other benefits, including a financial benefit for the college itself.

“This program will not involve any state funds,” said Forsythe. “This will be a self-supporting program funded by the revenue generated in Peru.”