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INNOVATE

ANNUAL REPORT

19

IS FOREVER

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# Our DNA



Innovation is in our DNA. This means thinking and doing things in a different way, always with a forward-looking vision. This means being responsible with the world and creating upstanding professionals that lead all the aspects of their lives. Our DNA is based on a major premise: challenging ourselves and innovating. This perspective helps us transcend as human beings.

# Message from the President and CEO

MARISOL SUÁREZ PORTUGAL

**From the beginning, innovation and challenge have always been part of our DNA. We have provided our students with this quality seal for 25 years. They are upstanding leaders with a global vision who contribute every day to the transformation of Peru and the world.**

We are one of the youngest universities in Peru and Latin America that has evolved with excellence. This has earned us the respect and admiration from the most prestigious companies and institutions around the world. All these 25 years of extraordinary achievements are reflected in awards, accreditations and positions in demanding international rankings. This year, we have been recognized as one of the top 5 universities in Peru by the 2019 ranking of the magazine *América Economía*. This study also reveals that we are the #1 university in internationalization and accreditation for the sixth and third consecutive years, respectively.

In addition, according to the ranking of the prestigious British magazine *Times Higher Education* (THE), we are the third best Peruvian university, and we stood out in 13 indicators concerning research, teaching, and international outlook.

We are proud of marking a milestone in the Peruvian higher education sector for being the first and youngest university in Latin America that signed an institutional agreement with the University of Arizona, one of the most prestigious universities in the United States according to the Center for World University Rankings (CWUR). Thanks to this alliance, our students will be able to obtain a bachelor's degree from that university and the UPC, as well as a master's degree. They can achieve all of it in five years.

This program may be pursued completely in Peru; it also offers a large number of different disciplines to graduate from a top 100 university in the world at a significantly lower cost. Furthermore, we are the first and only Peruvian university selected by the Northern Consortium of United Kingdom Universities (NCUK). Through this program, our students will be able to complete their studies in one of 16 United Kingdom universities. This is an exclusive proposal that grants them international access at the highest international level, complementing their global education.

With the aim of fostering the evolution of Peruvian innovation, we have developed the Innovation Maturity Index (IMI) in partnership with KPMG Peru, a tool that allows organizations to identify their levels of

preparedness to innovate and the areas they should strengthen. This valuable data will allow organizations to self-assess and challenge themselves, if they so wish. Based on this turning point, they will be able to boost their competitive and sustainable development.

As for research, we have increased our scientific production, which placed us as the second Peruvian university that conducts more research, according to the prestigious Scimago Institutions Rankings 2019, thanks to our 351 scientific research works published in indexed journals and Scopus. We also carried out 222 research projects in the 7th edition of the UPC Annual Research Incentive Contest 2019. Additionally, we obtained 16 patents recognized by the National Institute for the Defense of Competition and Protection of Intellectual Property (Indecopi) and registered them in Patentscope; we also obtained funding for four research projects with external economic resources.

In the sports field, we are proud of our participation in the Lima 2019 Pan American and Parapan American Games, mainly because we were the university with the largest number of national athletes: 63 UPC athletes. Similarly, 12 UPC collaborators were part of the sports staff participating as trainers, along with over 900 students who volunteered for the organization of the event performing different activities.

All employers have shown their support and admiration for each of the results mentioned. Certainly, UPC is the university that has the largest number of programs—19, to be specific—with the highest average salaries in the Peruvian labor market, according to the "Ponte en Carrera" observatory of the Ministry of Education.

We are very proud to observe that, in this short yet fruitful period of 25 years, we have kept making progress in a sustainable manner towards our vision of transforming Peru and of becoming an institutional quality reference for other Latin American universities thanks to our innovating, disruptive, and excellence proposal that our society needs.

The Strategy

# We educate professionals who are Different

Our institutional culture guides us in the education of innovators who know how to lead with a purpose and provide solutions for the country through their knowledge.

## MISSION

To educate upstanding and innovative leaders with a global vision, who will transform Peru.

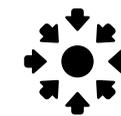
## VISION

To be at the forefront in higher education for academic excellence and innovative capability.



Janie Palomino y Anthony Álvarez, egresados de Ingeniería Electrónica, desarrollaron un prototipo de cuna especialmente diseñada para salvar la vida de recién nacidos.

## VALUES



### Leadership

Ability to inspire and influence other people positively towards the attainment of objectives.



### Teamwork

Ability to work with others cooperatively in order to achieve a common goal.



### Service Orientation

Willingness to offer an experience that largely exceeds the stakeholders' expectations.



### Excellence

Ability to organize, be proactive and autonomous, and establish plans and manage resources in order to guarantee quality and exceed goals.



### Innovation

Ability to suggest and execute innovative solutions and projects, with flexibility toward change.



### Strategic Pillars

# Learning to Transform the World

We have four pillars that provide the basis for all of our decisions. They guarantee that our processes always aim at academic excellence and innovation.

Itala Bertolotti, egresada de la carrera de Derecho, es socia responsable del área de innovación y emprendimiento en el Estudio Muñiz.



## Innovation

**Our DNA** We entered the academic sector to be disruptive and educate innovative professionals who provide solutions for changing times, firmly believing that we always have to take risks in order to bring about change. We encourage our students to challenge the status quo to transform the country through different solutions.

## Internationality

We have been recognized as the #1 most international Peruvian university for the sixth consecutive year. We understand that a hyper-connected world requires professionals educated in an international and borderless environment. Therefore, our high-quality international agreements with top 100 universities in the world place us as the university with the best results in this field in the country.

## Challenge

**We challenge** university education standards in Peru. We constantly challenge ourselves to be better and enhance our academic excellence. We do not settle for local standards, we seek global standards that take us to an international level. Proof of this is that we are the only Peruvian university accredited by the prestigious Senior College and University Commission (WASC) of the United States, the same body that accredits top 10 universities in the world, such as Stanford, UC Berkeley, UCLA or Caltech.

## Social Responsibility

**Being responsible** with our stakeholders and the impact we generate on our environment are essential to set standards for future professionals. Social responsibility requires us to educate young people with awareness, which is one of the competencies developed under our educational model. Facilitating the encounter between students, their profession, and the country's needs is vital. That way, we respond to a global vision of learning in diversity and contribute to the improvement of citizenship.

# Knowledge Revolution

**Our value proposal as a university is reflected in a challenging and innovative educational model with a global vision, consistent with our mission.**

At the UPC, we have designed an educational model in line with the world demands, which aims at the comprehensive development of students both at a personal and professional level. This model captures the UPC's mission in a systematic and practical manner, so faculty can guide and challenge students for them to achieve their full potential.

- Being autonomous, disciplined, self-regulated, and flexible toward changes
- Communicating effectively in English and Spanish
- Working in teams, leading, and innovating
- Being supportive and having an ethical and responsible behavior at all levels
- Making digital wisdom their strength
- Being resilient and learning from mistakes

To achieve this purpose, the UPC educational model is based on five pedagogical principles that support our educational methodology.

# PEDAGOGICAL PRINCIPLES

Our educational model is evidenced in the university's primary functions —teaching, research, and a link with the community— and is based on five pedagogical principles.

## Competency-Based Learning

Successfully pursuing a university program goes beyond completing a curriculum and accumulating academic credits. It implies being capable of demonstrating competencies aligned with social and labor market expectations and needs, with a professional profile prepared to transform the environment. Our educational methodology focuses on educating professionals with the competencies that a globalized and hyper-connected world requires. The university has defined institutional and co-curricular learning outcomes, which are common and applicable to all programs; furthermore, each academic program develops their own learning outcomes according to their specialty.

## Student-Centered Learning

We value student-centered learning as one of the main pillars to face high levels of demand and student's real needs. Student-centered education is an active learning approach so that students can influence the content, activities, tools, and the rhythm of the process.

## Independent and Self-Regulated Learning

Autonomy allows us to make decisions and choose our values. Therefore, this skill is developed under such pedagogical principle, so that our students can properly perform in a world that demands rapid and ethical responses.

## Learning in Diversity with a Global Vision

The university is an environment of pluralism, tolerance, intercultural dialog, and inclusion. For this reason, one of our principles is the promotion of learning by recognizing, valuing, and respecting diversity in all its aspects. In this sense, interculturality and internationalization are taken on as pillars that support the university's activities and as the center of the professional and personal education of upstanding and innovative leaders. We recognize the essential value of both dimensions by offering different experiences that allow students to enrich their local and global vision.

## Learning with a Sustainable Approach

We are oriented towards the education of people and professionals who become leaders capable of transforming their environment through innovative solutions and products that contribute to the country's sustainable development. The relationships the university keeps with different stakeholders in its various processes allow it to respond —based on its academic proposals— to the economic development, social wellbeing, and environmental protection..



# CURRICULUM

Designed for students to develop the professional competencies (institutional, co-curricular, and program learning outcomes) aligned with the needs and expectations of the global labor market.

# TEACHING COMMUNITY

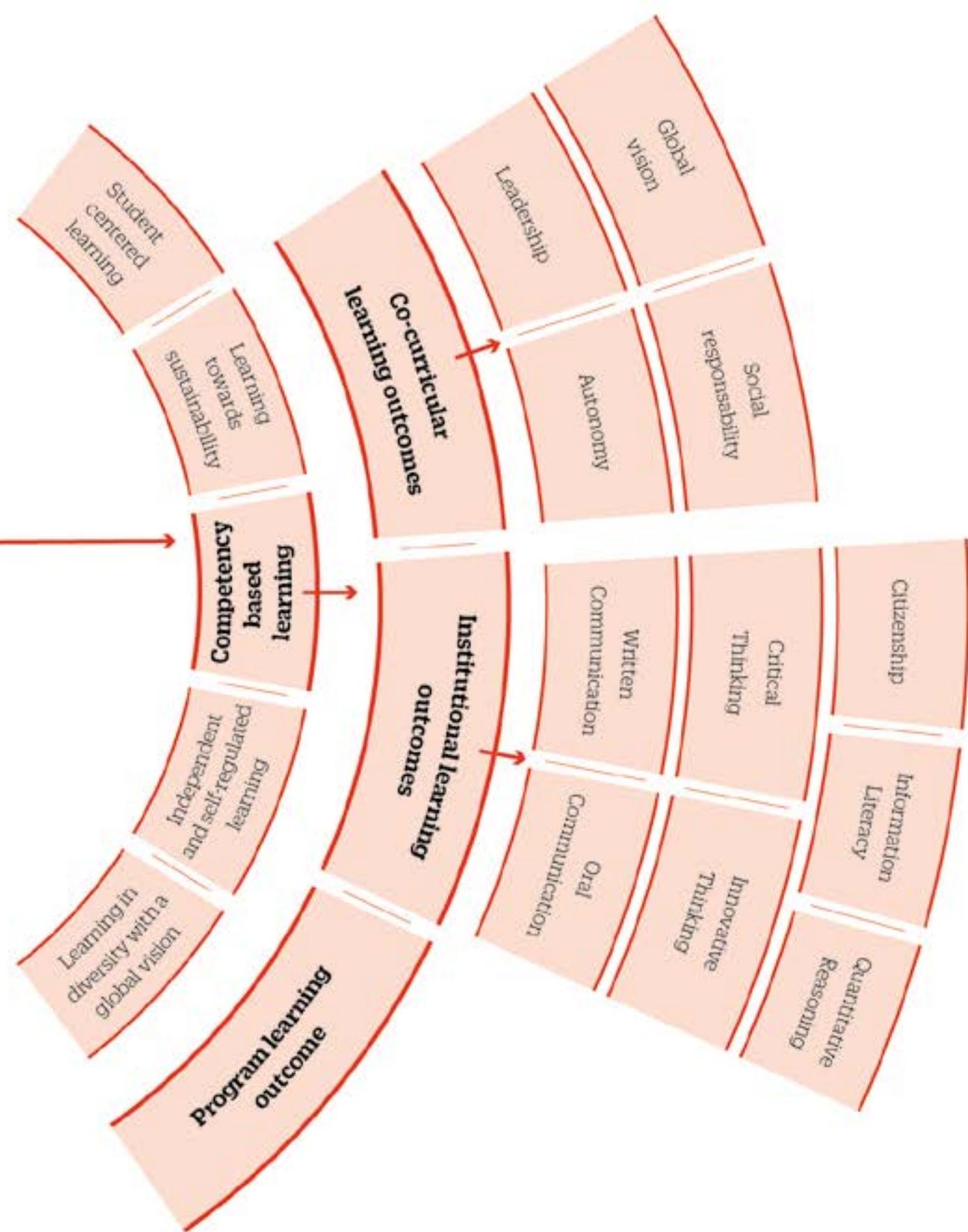
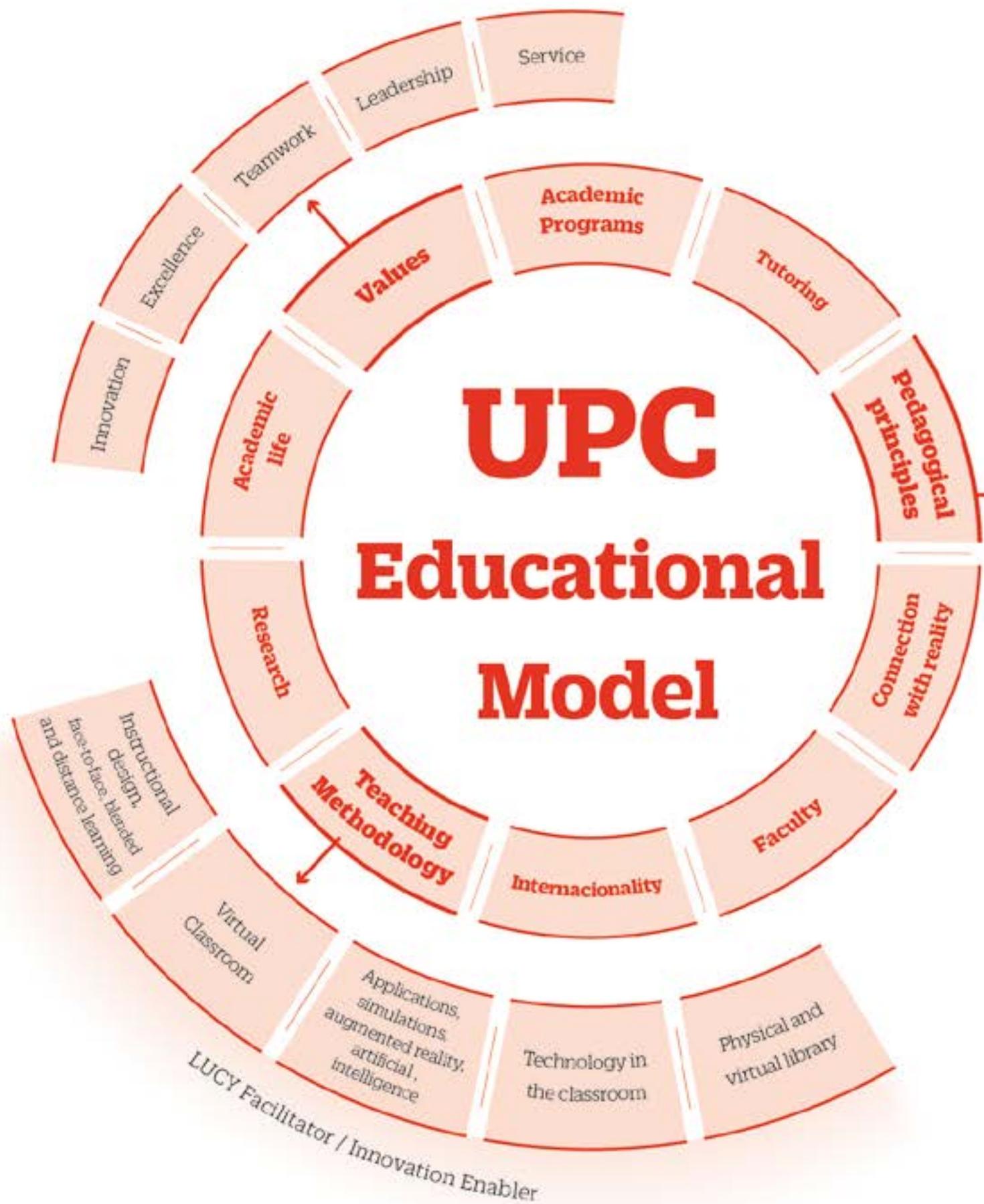
Our faculty is composed of professionals that help students discover the interest and passion for learning. They have different profiles that show motivation and commitment to students' development, innovative thinking, competencies, and experience related to their fields, digital skills, international experience, and ethical behavior in all aspects.

## ***Digital Savvy***

We back strengthening digital skills in our community.

In an increasingly changing world, one of our main objectives as a university is to make all students become digital savvy, so they are able to use the tools professionals require in the current environment.

Based on that, our faculty has the appropriate skills to foster the efficient use of digital resources and tools. We back the understanding of new digital media multi-modality, and promote the integration of new digital logic in our community.



Our Essence

# What makes us unique

At the UPC, all our strategies are sustained on three actors: collaborators, students, and the educational model. They are our essence and reason for being.



## Our Collaborators

The significance of what we do in Peru motivates us to innovate, work with passion, and permanently challenge ourselves by implementing continuous improvements. Trust, collaboration, and transparency are vital to achieve extraordinary results.

## Our Students

They are our priority and reason for being. We know that all our students have the talent and potential to be successful in any part of the world. We transform society by educating leading and highly competitive professionals.



## Our educational model

We believe in a learning experience that is evolving, comprehensive, and takes place in- and outside the classroom, in both face-to-face and digital environments. Our Educational Model focuses on students, making them co-creators of their own learning and allowing them to develop their competencies through practical teaching, where faculty acts as facilitators.

# Quality and Excellence

The purpose of the Integrated Academic Quality System (SICA, in Spanish) is to regulate, supervise, and assess the quality of all our activities, and to implement continuous improvement actions.

SICA is the organizational area that assesses, arranges, and shows our results, promoting the continuous application of better management practices and indicators. This intangible value is the result of our entire institution's commitment to academic excellence that follows the guidelines of the educational model we have developed as our distinctive feature.



## OUR MAIN POLICIES AND REGULATIONS

1. Quality Policy and Objectives
2. Research Policy and Objectives
3. Research Policy and Regulations
4. Regulations for Sexual Harassment Prevention and Intervention
5. Diversity and Non-Discrimination Policy
6. Academic Freedom Policy
7. Accessibility Policy for Students with Disabilities
8. Research Code of Ethics
9. Integrated Safety, Health and Environmental Policy



We have a Code of Ethics that governs all the institutions of Laureate International Universities.

Timeline

# The evolution path

Our history is full of key milestones that show our transformation from the very beginning.

## UPC Inception



We are born as a disruptive educational offer of high quality.

# 1994

## 1<sup>st</sup> EDITION of the Business Creativity Award

# 1996



We launched this competition to promote innovation in Peruvian organizations and contribute to the country's growth and development. In more than twenty-five years of history, this event has received more than 6,000 innovation and creativity applications.



We became a member of Laureate International Universities (LIU), a private university network with over 1,000,000 students and 80 institutions in 28 countries. Thanks to Laureate, all the UPC students and graduates have the chance to complement their education by studying at any of the network universities in Europe, America, Asia, Oceania and Africa<sup>1</sup>.

## Graduate School

# 1997

We innovated with our Graduate School, which emerged as a different and unique specialization proposal. Today this model has been replicated by most graduate schools in Peru.



# 2004

# 2006

## Launching of Innovative Programs



The UPC strengthens the music and sports industries through the creation of the Music and the Sports Administration and Business programs.

<sup>1</sup> These institutions offer undergraduate, master's and doctorate programs in diverse fields, such as Business and Management, Human and Health Sciences, Engineering, Information Technology, Architecture, Education, Law, Communications, and others.

Champions of Change<sup>2</sup>

# 2010

We launched a program that identifies and encourages young social innovators to be agents of change in their communities. It was created with the support of YouthActionNet<sup>®</sup> and it has become a reference for most social entrepreneurship initiatives in the country nowadays.



<sup>2</sup> It has a network of 80 young members who are transforming Peru and work in line with the Sustainable Development Goals.

# 2011

## San Isidro Campus

We opened the doors of our second campus to make quality higher education available for more young people.



## Implementation of 8 Research Lines

This consists of interdisciplinary approaches that allow encompassing disciplinary analysis and definition processes, practices, and perspectives.

# 2012

# 2013



We opened the doors of our third campus to make quality higher education available for more young people. We inaugurated our third campus as a way of showing our commitment to quality education. We also created our business incubator StartUPC to promote national innovation and entrepreneurship.



## Villa Campus and StartUPC

Since 2014 until now, we have consecutively ranked first in internationalization in the América Economía's ranking.



## Creation of the Academic Excellence Group (AEG) / UPC Sports / #1 University in Internationalization

- The AEG recognizes the effort and academic excellence of outstanding students.
- The América Economía's ranking of the Best Peruvian Universities 2014 recognized our internationalization strategy.

## Inauguration of San Miguel Campus



2015

Through our Faculty of Health Sciences, we created the University Health Center in 2,200 m<sup>2</sup> of specialized infrastructure.

First and Only Peruvian University Accredited by WASC / First UPC Patent

2016

- The Senior College and University Commission (WSCUC) certifies the academic quality of universities such as Stanford, Berkeley, among others.
- We obtained our first patent "Parabolic movement air velocity meter and measurement procedure."



We are the first and only Peruvian university selected by the Northern Consortium of United Kingdom Universities (NCUK), which allows our students to complete their studies in one of 16 United Kingdom universities, marking a new milestone in the Peruvian educational sector.

**UPC's Entry to the SCIMAGO Academic Research Ranking / #1 en Accreditation<sup>3</sup> / UPC is the University with the Largest Number of Programs with the Best Salaries<sup>4</sup> / Increase to 37 Research Lines (+400%) / Socially Responsible Company Trademark Award (DESR, in Spanish)<sup>5</sup>**

- We keep on climbing positions in Scimago's international ranking, being one of the top 10 universities with the most research works in Peru.
- According to www.ponteencarrera.pe, 12 of our programs have the best salaries.
- #1 in accreditation in the ranking presented by the magazine América Economía.
- Socially Responsible Company Trademark Award 2016-2017.

2017



**5 stars in Rating QS Stars**

We obtained the maximum number of stars in the axes of social responsibility, academic teaching, employability of graduates and inclusion.

## UPC's 25th Anniversary

- For the third consecutive year, we ranked #1 in Accreditation in the Ranking of the Best Peruvian Universities of the magazine América Economía.
- For the sixth consecutive year, we ranked #1 in Internationalization in the ranking of the magazine América Economía.
- Strategic allies of the University of Arizona (UA).
- Presentation of the Innovation Maturity Index (IMI) in partnership with KPMG.
- Launching of the Political Science (School of Economics) and International Relations (School of Law) programs.

2019

2018



**4 QS Stars / #1 with Institutional Accreditation by SINEACE / Top 50 LATAM Universities according to the Ranking (Times Higher Education)**

- We became the first and only Peruvian university to obtain four stars in the QS Stars international university ratings. To date, this is the highest score ever obtained by a Peruvian university.
- We became the first and only university in the country accredited by SINEACE.
- We were granted licensing by Sunedu.
- We became one of the first 20 universities in Latin America within the Research Influence category.

<sup>3</sup> América Economía Ranking. We also won this place in 2018.  
<sup>4</sup> First place in 2018, this time with 19 programs.  
<sup>5</sup> We also obtained this award in 2018.

# Financial Statements

**During 2019, the UPC has archived a positive income development, a stable generation of operational flows, and good growth perspectives.** It has shown a growth tendency in its revenues, which came together with the expansion of its installed capacity. This expansion started nine years ago and allowed UPC to go from one to four campuses strategically located in the capital. Thus, the UPC closed 2019 with a turnover of S/ 1.088 billion.

## Comprehensive income statement

	2019	2018
<b>Income from ordinary activities</b>		
	<b>S/ 000</b>	<b>S/ 000</b>
Tuition fees from undergraduate, graduate, and WA programs	1 016 681	947 613
Programs and other courses	61 623	53 501
Fixed fee for late tuition payment	2 229	6 510
Other incomes for services and sale of goods	8 072	8 672
<b>Total income from ordinary activities</b>	<b>1 088 605</b>	<b>1 016 296</b>

## Operations expenses and income

Faculty and administrative staff expenses	-416 611	-388 434
General operational and administrative expenses	-307 325	-321 698
Depreciation	-58 053	-50 344
Amortization	-1 707	-2 794
Provision for doubtful accounts, net recovery	-19 139	-15 699
Other expenses	-340	-500
Total operational expenses and income	1 709	8 273
<b>Total de gastos e ingresos de operación</b>	<b>-801 466</b>	<b>-771 196</b>
<b>Operating profit</b>	<b>287 139</b>	<b>245 100</b>
<b>Other income (expenses)</b>		
Financial income	14 502	9 523
Financial expenses	-14 327	-11 720
Net exchange rate differential	-3 335	-1 627
<b>Total other income (expenses)</b>	<b>-3 160</b>	<b>-3 824</b>
Profit before income taxes	283 979	241 276
Income tax	-85 356	-71 743
<b>Net profit and comprehensive income of the year</b>	<b>198 623</b>	<b>169 533</b>

## Assets

	2019	2018
<b>Current assets</b>		
	<b>S/ 000</b>	<b>S/ 000</b>
Cash and cash equivalent	46 543	130 181
Tuition fees receivable	64 768	56 049
Receivable accounts of related parties	163 231	10 307
Other receivable accounts	2414	5174
Educational material, texts and miscellaneous supplies	957	1150
Prepaid expenses	6117	7050
<b>Total current assets</b>	<b>284 030</b>	<b>209 911</b>
<b>Non-current assets</b>		
Tuition fees receivable	1170	177
Deferred income tax assets	10 112	12 035
Investment in joint ventures	2110	1369
Net properties, furniture and equipment	646 336	611 341
Intangible assets	14 814	7469
Other assets	2117	1177
<b>Total non-current assets</b>	<b>676 659</b>	<b>633 568</b>
<b>Total assets</b>	<b>960 689</b>	<b>843 479</b>

## Liabilities and net worth

	2019	2018
<b>Current liabilities</b>		
	<b>S/ 000</b>	<b>S/ 000</b>
Financial liabilities	15 466	28 282
Trade accounts payable	51 555	36 057
Related parties accounts payable	4221	3105
Prepaid tuition fees	52 051	43 977
Benefits payable to collaborators	47 230	44 142
Other accounts payable	13 062	4682
Provisions	18 011	19 430
Liabilities from current income taxes	7828	7619
<b>Total current liabilities</b>	<b>209 424</b>	<b>187 294</b>
<b>Non-current liabilities</b>		
Financial liabilities	32,887	81,508
Other accounts payable	47,492	-
<b>Total non-current liabilities</b>	<b>80 379</b>	<b>81 508</b>
<b>Total liabilities</b>	<b>289 803</b>	<b>268 802</b>
<b>Net worth</b>		
Equity	115 113	115 113
Legal reserve	23 023	9416
Retained earnings	532 750	450 148
<b>Total net worth</b>	<b>670 886</b>	<b>574 677</b>
<b>Total liabilities and net worth</b>	<b>960 689</b>	<b>843 479</b>

# The Community

Our world is full of people that inspire us to challenge ourselves and innovate. At UPC, we have a university community that continuous to grow, renew itself, and become more solid every year with the lessons learned and experiences that we acquire with time. Our executive board, faculty, administrative team, and students know that our mission and vision are the path to follow to achieve a development horizon and better opportunities.

Our Authorities

# Leaders Educating Innovators

At the UPC, we understand that a quality education requires professionals with a high academic excellence.



## Marisol Suárez

President and CEO of UPC

PhD (C) in Business Administration at ESEADE, Argentina. Master of Senior Management and Leadership by the Universidad Peruana de Ciencias Aplicadas (UPC). Master of Senior Management and Leadership by the Universidad Politécnica de Cataluña. Bachelor of Business Administration by the Universidad del Pacífico. President of Cibertec. She has been the General Manager of Yanbal Mexico and the leader of the commercial area of Microsoft, Interbank, and Procter & Gamble..



## Edward Roekaert

Rector

PhD in Hospitality and Tourism Administration by the Hong Kong Polytechnic University. Master of Hospitality Administration and master of Industrial Engineering and Operations Research by Cornell University (United States). Master of Senior Management and Leadership (Universidad Politécnica de Cataluña). Bachelor of Administration by the Universidad del Pacífico.



## Pablo Klingengerger

General Director of Admissions, Marketing, and Communications and Institutional Image

Master of Business Administration by the Universidad ESAN, Bachelor of Business Administration and Marketing by the Mercyhurst University of Pennsylvania (United States). He has been the General Manager of Conecta Retail (La Curacao and Tiendas EFE) and leader of the commercial areas of San Fernando and Yanbal Internacional.



## Milagros Morgan

Vice-Rector for Academic Affairs and Research

PhD in Business Administration and Management by the Universidad Politécnica de Cataluña. Master of Senior Management and Leadership by the UPC, and master of Senior Management and Leadership by the Universidad Politécnica de Cataluña. Master of Business Management by the UPC. Licentiate in Library Science and Information Sciences by the PUCP.



## Gustavo Guerrero

Vice-Rector for Planning and Academic Development

PhD and Master of Production Engineering by the Pontificia Universidade Católica do Rio de Janeiro (Brazil). Master of Senior Management and Leadership by the UPC, and master of Senior Management and Leadership by the Universidad Politécnica de Cataluña. Industrial Engineer by the PUCP.

# UPC CORPORATE DIRECTORS



## Augusto Zimmermann

General Director of Operations, Service and Institutional Quality

Master of Senior Management and Leadership by the UPC, and master of Senior Management and Leadership by the Universidad Politécnica de Cataluña. Bachelor of Industrial Engineering by the Universidad de Lima. Over 30 years of experience in different industries, leading the Service and Sales areas in leading companies, such as LAN PERU, Movistar, Bell-South Perú, Samsung Electronics, Interbank, and Procter & Gamble.



## Nils Lilliegren

Chief Financial Officer (CFO)

Master of Business Administration by the INCAE Business School, Costa Rica. Economist from the Universidad Católica Santiago de Guayaquil (Ecuador). He has been the CFO of AIEP, institution of Laureate International Universities in Chile. Previously, he held the position of Financial Analysis Director of the Andean Regional Office of Laureate International Universities. Furthermore, he has been a Senior Strategy Consultant for the Regional Office of Latin-America and the Caribbean of the FAO and controller in Grünenthal Ecuador, among others.



## Cecilia Pérez

Human Resources Director

Master of Senior Management and Leadership by the UPC, and master of Senior Management and Leadership by the Universidad Politécnica de Cataluña. Bachelor of Business Administration by the Universidad de Lima. She has been the Human Resources Regional Manager of SGS del Perú. Previously, she held the position of Human Resources Manager in DHL, International SRL, Human Resources Manager in NCR del Perú and Human Resources Network Leader in NCR LATAM.



## Clery Neyra

Innovation and Transformation Director

PhD (C) (DBA) at ESEADE (Argentina). MBA by the UPC and the Universidad Politécnica de Cataluña. Systems Engineer by the Universidad de Lima. Certificate program in Relationship Marketing and CRM by the UPC. Specialization in Innovation and Entrepreneurship from Babson College.



## **Sandro Ragonesi**

Executive Director of the Graduate School

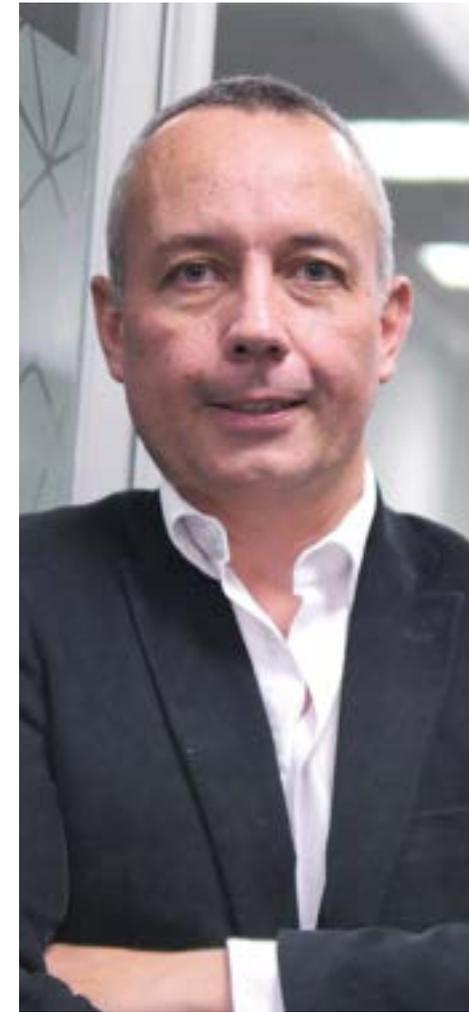
MBA by the Universidad de Piura and Business Administrator by the Universidad de Lima. He has over 20 years of experience in senior management, leading from local and international positions (Latin America and Europe) in mass consumption businesses.



## **Diego Vega**

Director of the Legal and Compliance Department and General Secretary

Lawyer by the PUCP, with doctorate studies in Business Administration and Management at the Universidad Politécnica de Cataluña. MBA by the UPC. Specialization studies at the University of Toronto, Canada. He was an advisor for and Senior Director (2005- 2007) of the Peruvian Presidential Office. Vice-President of the Consumer Protection Committee No.1 of Indecopi.



## **Juan Carlos Stoll**

Executive Director - Monterrico Campus

Master of Administration by the Universidad del Pacífico. Industrial Engineer by the PUCP. Master of Marketing by the PUCP. Wide corporate experience leading sales, marketing, customer service, and distribution channels areas in leading companies such as Samsung Electronics, Telefónica del Perú, and IBM.



## **Cristina Risco**

Executive Director - San Miguel and San Isidro Campus

Master of Senior Management and Leadership by the UPC, master of Senior Management and Leadership by the Universidad Politécnica de Cataluña, and master of Marketing Management by the Escuela de Negocios EOI of Spain. Bachelor of Administration by the Universidad del Pacífico. She has been the Director of the Working Adult Study Program (EPE) and Marketing Manager of UPC's Graduate School.



## **Alessandra Ravettino**

Executive Director - Villa Campus

MBA and Master of Senior Management and Leadership by the UPC. Bachelor of Business Administration and Accounting Sciences by the Universidad del Pacífico. Professor at UPC's Graduate School. Financial Director with over 20 years of professional experience leading administrative and financial areas in institutions of the educational sector.

# OUR BOARD

It is comprised of a team of national and international professionals that challenge us constantly with their experience and knowledge. They assess, approve, and lead the strategy of the university to achieve our vision.

## **Arístides de Macedo**

Chair of the UPC Board

Business Administrator by the Escuela de São Paulo (Brazil). He pursued a Senior Leadership program in the United States and Spain. He has worked as the President of Kraft Andina and Kraft Brazil, and as the General Manager of Kraft Venezuela. He is the Director of Alicorp, Machu Picchu Foods, Terminal Portuario Paracas, Reforestadora Amazónica, Altra Investments, AUSA, Saturno, Acoinsa, and Sapia

## **Jorge Selume**

Director of Banco Itaú, Chile

Master of Economics by the University of Chicago and Commercial Engineer by the Universidad de Chile. He was the Director of the Administrative Board of Banco Osorno and Director of the Budget Office of the Government of Chile.

## **Gonzalo Echeandía**

Director and General Manager of Grupo Santander Perú

He participated in a Senior Management program in Spain, a Banking Management program in Costa Rica, and pursued a graduate course on Finance and Accounting. He was a member of the Board of Universia Peru and Fondos Mutuos Santander, among other positions.

## **Alfredo Vidal**

Legal Director of Laureate Peru and Andean Region

Lawyer and master of Law by the George Washington University (United States). He has been an associate at Miranda & Amado Abogados, Regional Legal Manager at Placer Dome and associate at Rosselló, Echeandía y Manini Abogados.

## **Mariana Rodríguez**

Vice-Chair of the UPC Board

She has an MBA from the Boston University School of Management (United States). She has been President, General Manager, Administrative Vice-Rector and Co-Founder of the UPC. She was the General Manager of Cibertec, member of the Board of Grupo ACP, and Co-Founder of the Universidad Privada del Norte (UPN).

## **Elena Conterno**

President of IPAE

She studied Economics at the Universidad del Pacífico and a master's degree program in Public Administration at Harvard University. Specialist in public administration and former Production Minister. Furthermore, she was the President of the National Fisheries Society, and is the Director of Scotiabank Peru and Confiep. Currently, since March 2019, she is the President of the Instituto Peruano de Acción Empresarial (IPAE).

## **Christian Eduardo Haerberle**

CFO - Andean Region, Laureate International Universities

He holds an MBA from the Pontificia Universidad Católica de Chile and is a Commercial Engineer by the Universidad Gabriela Mistral. His work experience includes multinational companies, such as Pepsi Co. and Unilever, where he widely developed his knowledge in the finance sector in various countries in Latin America, like Chile, Paraguay, Brazil, and others.

## **Jesús Villate**

CEO - Andean Region, Laureate International Universities

Economist by the Universidad del País Vasco (Spain). He has an MBA from the Notre Dame University (United States). He has been the General Director and CFO of South America's Southern Cone in Verizon.en Verizon.

## **Cayetana Aljovín**

Chair of the National Fisheries Society Board

Lawyer by the PUCP. He holds an MBA by the Universidad Adolfo Ibáñez of Chile. She was the Minister of Development and Social Inclusion, Energy and Mines, and Foreign Affairs. Currently, she holds the position of Chair of the Board of the National Fisheries Society (SNP).

## **Antonio José Dieck**

Former Rector - Universidad de Monterrey (August, 2009 – August, 2018)

Master and PhD in Industrial Engineering by the Georgia Tech-United States. Engineer by profession, teacher by choice, education enthusiast and counselor by conviction. Known for his leadership in projects that drive educational quality, as well as research and consultancy in the public and private sector.

## **Javier Sagi-Vela**

CEO - Universia

MBA by the IESE Business School, Universidad de Navarra (Spain). He also is a bachelor of Business Administration by the Universidad Pontificia Comillas (Spain).

# ADVISORY COMMITTEE

As a university committed to quality, it is extremely important for us to have an Advisory Committee that participates in the preparation and development of our educational programs, and provides constant feedback on the pedagogical plans that we develop.

- **Carlos del Solar**  
Executive Consultant - SNMPE and Comex Perú
- **Felipe Barclay**  
President – Larrain Vial Perú
- **Francois Patthey**  
Executive President - Grupo Inca
- **Henry Day**  
Director - Fundación Perú
- **Jaime Graña**  
Senior Vice-President - Marsh Rehderr
- **Javier Tori**  
General Manager - Constructora Inarco
- **José Luis Daly**  
Senior Client Partner - Korn Ferry International Perú
- **Luis Bustamante**  
Executive Director - Asociación para el Progreso de la Dirección (APD Perú)
- **Miguel Rivera**  
Independent Consultant
- **Susana de la Puente**  
Founder and Executive Director – Futura Schools



# DEANS AND ACADEMIC DIRECTORS



**Giannina Robinson Díaz**

General Director - School of Hospitality and Tourism Administration

Professional with over 20 years of managerial experience in companies in the hospitality and academic sectors. Master of Hospitality Management by the Florida International University. She holds an Executive Master of Business Administration by the Graduate School of the Universidad San Ignacio de Loyola. Certified Hospitality Educator by the American Hotel and Lodging Association 2011.



**Miguel Cruchaga Belaúnde**

Dean - School of Architecture

Architect by the School of Architecture of the Universidad Nacional de Ingeniería (UNI). He has graduate studies on Human Behavior and Housing Design at the Graduate School of Design of Harvard University. He is the Founder Dean of the School of Architecture at the UPC since 1994. He has dedicated most of his life to the independent practice of the profession. He worked in association with Skidmore, Owings & Merrill of Chicago in 1978 and as a Senior Associate of Frank O. Gehry & Associates in 1986. He was president of the Peruvian Academy of Architecture and Urbanism (2005 to 2007).



**Pascual Chiarella Ortigosa**

Dean - School of Health Sciences

Doctor and master of Medicine by the Universidad Peruana Cayetano Heredia (UPCH). Pediatric pulmonologist, pediatrician, and surgeon by the same institution. Master of Senior Management and Leadership by the UPC, and master of Senior Management and Leadership by the Universidad Politécnica de Cataluña. He is currently associated to the National Medicine Association and a member of the Peruvian Society of Pediatricians, of the Peruvian Society of Pulmonology and of the Latin American Thorax Association.



**Mauricio Novoa Cain**

Dean - School of Contemporary Arts, Human Sciences, and Education

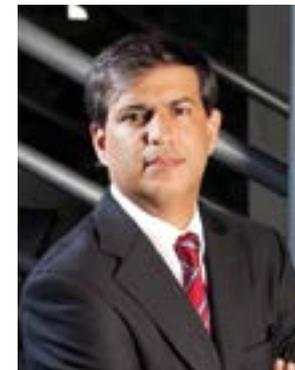
Lawyer by the Universidad de Lima and PhD by the University of Cambridge. He has been a visiting professor at the University of Gerona, Indiana and at the Warburg Institute of the University of London. His publications and books about the history of ideas have been edited in Peru, U.S.A., Germany, Colombia, and Mexico. Since 2016, he is the President for Peru of Goberna America Latina - Escuela de Política y Alto Gobierno (Fundación Ortego y Gasset-Gregorio Marañón).



**Carlos M. Adrianzén Cabrera**

Dean - School of Economics

Economist (bachelor and licentiate in Economics) by the PUCP, with graduate studies in Economics and Business by the Boston University (Master of Arts in Economics), Université du Québec à Montréal (MBA); University of Pittsburgh (MPE); Harvard University (MPMP-HIID), and Universidad Politécnica de Cataluña (PhD in Business Administration and Management). He is also a Senior Fellow at the John F. Kennedy School of Government of Harvard University. He received the National Prize Hipólito Unanue of the Ministry of Economy and Finance.



**Guillermo Quiroga Persivale**

Academic Director - Graduate School

PhD in Business Administration and Management by the Universidad Politécnica de Cataluña. Master of Business Administration by the Universidad de Piura. International Faculty Development Program at IESE (Spain). Master of Senior Management and Leadership by the UPC. Lawyer by the Universidad Católica de Santa María.



**Luis Alfonso  
García-Corrochano**

Dean - School of Law

Master of International Law by the Universidad Complutense of Madrid. MBA by the Universidad San Ignacio de Loyola and lawyer by the Universidad de Lima. He has worked as the Vice-Minister of Justice, and as a legal advisor. He is a member of the Advisory Commission of the Ministry of Foreign Affairs. He is currently Vice-President of the Inter-American Juridical Committee of the OAS.



**Jorge  
Cabrera Berríos**

Dean - School of Engineering

PhD (C) in Systems Engineering at the Universidad Nacional Mayor de San Marcos (UNMSM). Master of Senior Management and Leadership by the UPC. Master of Senior Management and Leadership by the Universidad Politécnica de Cataluña. Master of Business Administration graduate - MBA by the UPC. Member of INACAL's Committee for Technical Standardization: Software and Information Systems Engineering.



**Janina María  
de las Casas Diez Canseco**

General Director - School of Design

MBA by the Adolfo Ibañez School of Management-INCAE. Graphic Designer by the PUCP. She has pursued specialization courses in Interior Design and Jewelry at the Studio Arts College International (SACI, Italy), in Branding and Marketing at Kellogg School of Management, and in Graphic Design in the Yale University program in Switzerland. She has directed the Marketing, Product Design, and Global Trends departments in Belcorp.



**Úrsula  
Freundt-Thurne Freundt**

Dean - School of Communications

PhD in Business Administration and Management by the Universidad Politécnica de Cataluña. Master of in Education in Higher Education by the Universidad Andres Bello (Chile). She holds a specialization in the Master of Business Communication (MBC) of the University of St. Thomas (United States). Licentiate in Communication Sciences by the Universidad de Lima. Permanent Peer-Evaluator of the Latin American Accrediting Council on Education in Journalism (CLAEP). Program managed by the Inter American Press Association (IAPA).



**Jack  
Zilberman Fleischman**

Dean - School of Business

PhD in Business Administration by ESEADE, Argentina. Master of Senior Management and Leadership by the Universidad Politécnica de Cataluña. Master of Education by the Universidad Europea de Madrid. MBA at Esan, BSc in Systems Engineering by the Technion, Israel. Director of Fundo San Jacinto and founder of Cloudware 360. He is part of the Advisory Committee of VIVA Vive Valores and has had the position of Vice-Minister of Education. He has been the Commercial Manager at GMD and Commercial Director of Telefónica.



**Jacqueline  
Barrantes Ramirez**

Campus Academic Director

PhD (C) in Administration at Eseade (Argentina). Master of Senior Management and Leadership by the Universidad Peruana de Ciencias Aplicadas (UPC) and master of Senior Management and Leadership by the Universidad Politécnica de Cataluña. Master of Higher Education Management by the UNAB, Chile. Post-graduate studies in Management and Communications in Business Administration at Centrum Católica. Licentiate in International Business Administration by the Universidad Nacional Mayor de San Marcos.



**Rubén  
Yong Cerna**

Campus Academic Director

PhD (C) in Business Administration and Management at the Universidad Politécnica de Cataluña He has served as the External Director of the Project Management Certification Program in Lima and Regions of the UPC's Graduate School. He has been a grant holder of the Regional Center for Mathematics of the School of Exact and Natural Sciences at the Universidad de Buenos Aires. He has been the Administration and Systems Manager of Avinka and the Technology Platform Deputy Manager of Telefónica del Perú.



**Erika  
Bedoya Chirinos**

Campus Academic Director

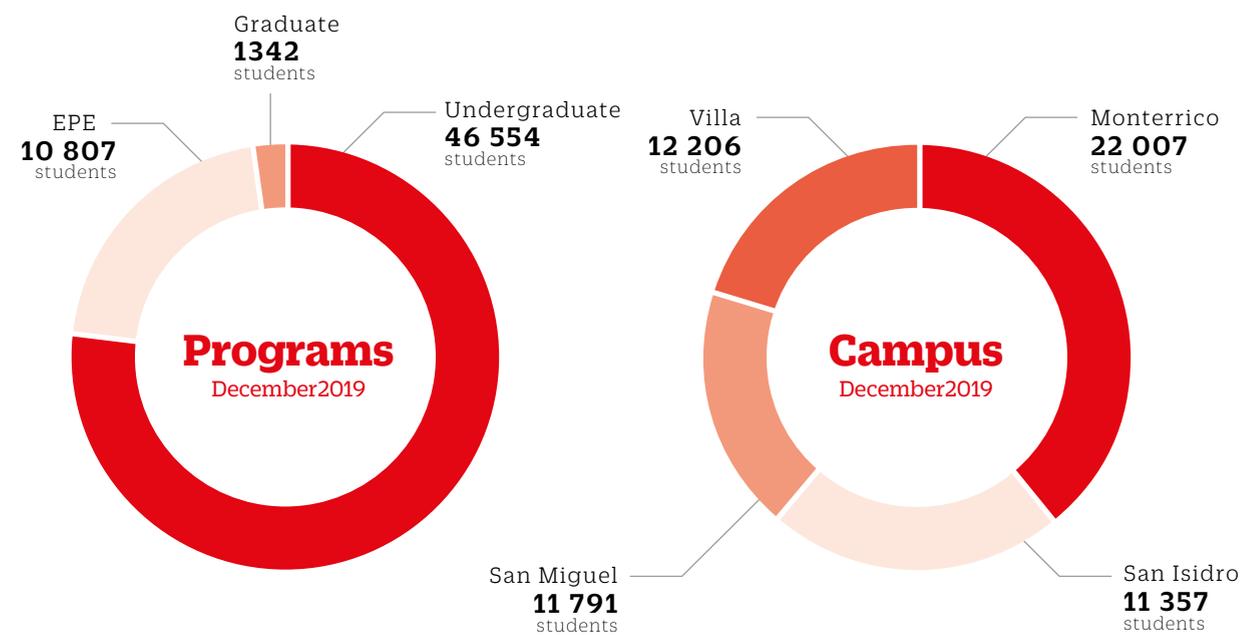
Lawyer, master of Education in Higher Education by the Universidad Andrés Bello (UNAB) of Chile and master (C) in Business Law by the UPC. She is currently pursuing doctoral studies in Business Administration at the Escuela Superior de Economía y Administración de Empresas (Eseade). She works as Vice-President of the Consumer Protection Committee No.1 of Indecopi.

Leaders with a Purpose

# Our Raison D'être

Our students are our biggest pride. Year after year, they amaze us with their creativity and innovation, which are reflected in their achievements in various areas.

**+58 700** UPC STUDENTS



## GOOGLE ADWORDS CERTIFICATION

Over 60 students of the **Administration and Marketing program** participated in the 10-week workshop by Google Product Trainers, which ended on February 28. The UPC is the only university in Latin America recognized by Google as a digital advertising education success case. To date, more than 300 students benefit from these certifications.

## HARVARD NATIONAL MODEL UNITED NATIONS 2019

Twelve students of the **Schools of Engineering, Business, Economics, Human Sciences, and Communications** participated in the HNMUN<sup>6</sup> event that took place in the city of Boston (United States) from February 13 to 16. They addressed topics like economics and finance, migration, human law, refugees' international situation, among others. The HNMUN gathers more than 3,500 participants, among professors and students from different educational entities from all over the world. Here, the activities of the United Nations (UN) are simulated and participants have the opportunity to experiment the real negotiation and diplomacy challenges of the institution.

<sup>6</sup> Harvard National Model United Nations



## SECOND PLACE AT ENAM

ASPEFAM<sup>7</sup> gave a recognition to our students, who got the first places in the National Medicine Exam 2018. This exam is mandatory for all medicine students of the country. The institution highlighted the academic performance of Joshua Peñafiel, who got the sixth place nationwide, among more than 3,500 students and soon-to-be physicians.

<sup>7</sup> Peruvian Association of Faculties of Medicine



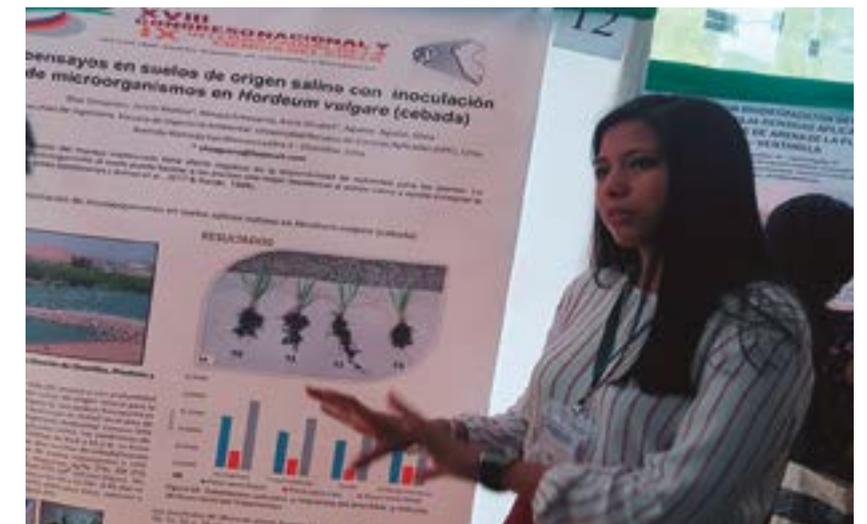
## FIRST ACADEMIC MISSION AT THE UNIVERSIDAD ANDRÉS BELLO

Seventeen students of the School of Economics participated in the International Business and Finance Seminar delivered by the Universidad Andrés Bello (Chile). The team was led by Professor Maria del Pilar Munayco Calderon, academic coordinator of the school. Students received intensive classes about international finance and visited different sustainable companies.



## XVIII NATIONAL CONGRESS AND IX INTERNATIONAL CONGRESS ON SOIL SCIENCE

The congress was held between May 20 and 23 at Pucallpa city, with the attendance of professor MSc. in Biology Silvia Agüero Aguilar and students Jareth Diaz Cervantes and Karla Minaya Echevarria, of the School of Environmental Engineering. The group presented a research study about native saline soils and the effects of microbial inocula in barley as a culture indicator, with the aim of developing a research line in the recovery of saline soil with an anthropic origin (mainly degraded by excessive agrichemical use). Conclusions were drawn during the Soil Pollution and Quality Control course.





## FIFTH EDITION OF GROW WITH GOOGLE

**Diego Aguirre, Eduardo Tang, Piero Peralta, Marjorye Rojas, Andrea Patiño, and Luciana Paiva, of the Administration and Marketing** program, attended GROW with Google, a new educational program created to enhance the management and administration of digital campaigns, between May 21 and 24. Workshops were delivered on new tools and solutions of the Google Ads platform, and the automation of data through Data Studio. The UPC was the only higher education institution that participated in the event.

## IHIET 2019

**Professor Carlos Raymundo of the Research Department and the students of the School of Engineering** participated in the "1st International Conference on Human Interaction and Emerging Technologies" (IHIET 2019) held at the Université Côte d'Azur, France. More than 400 participants of the academy and industry attended it from all around the world.



## EUROPEAN MEETING OF HUMAN REPRODUCTION RESEARCHERS

**Biologist Diego Florián Joseph,** professor of the School of Health Sciences, presented his research "RNA Aptamers for the Recognition of the Human SRY Protein" in the last edition of the researchers meeting of the European Society of Human Reproduction and Embryology – ESHRE. The presentation is part of a project selected in the 6th edition of UPC's Annual Research Incentive Contest (2018); it involves the development of RNA molecules that recognize and bind to the SRY protein, which is present only in Y sperm cells. This development could allow differentiating Y from X sperm cells, which entails a major progress in the research regarding the reproductive field.



## NEW TALENTS AWARD AT LIF WEEK 2019

**Soleil Cuéllar, graduate student of the Fashion Design and Management program** received the New Talents Award, granted by Key Education and the Instituto Marangoni, during her participation in the Lima Fashion Week (LIF Week), thanks to her collection that won her a scholarship for a course in the fashion center of Milan. The 23-year-old designer defines her collection as personal, unique, and emotional.

# INTERNATIONAL CONFERENCE ON HUMAN FACTOR AND ERGONOMICS

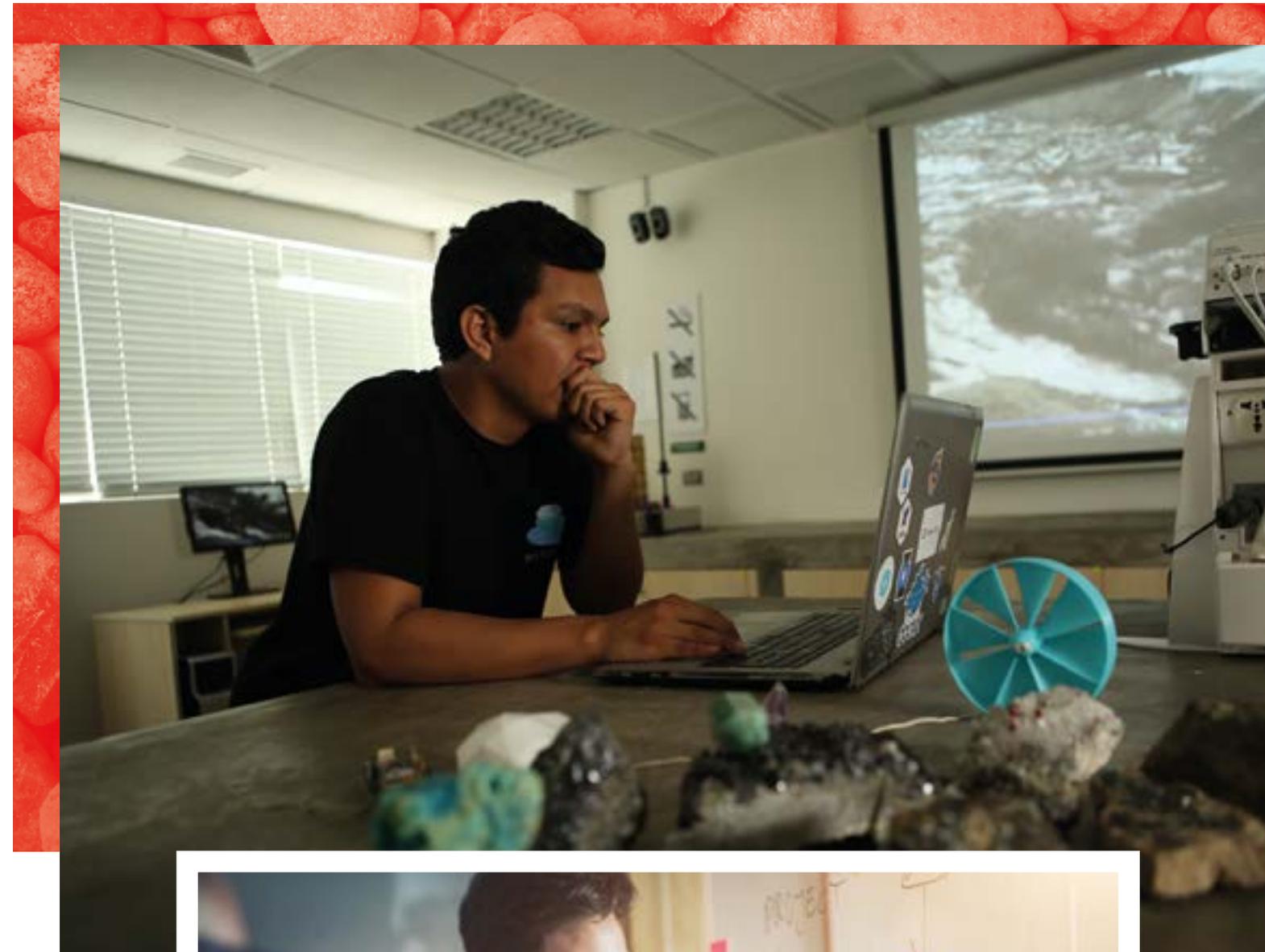
Engineering professors **Carlos Raymundo** and **Edgar Ramos** participated in the 10th edition of the "International Conference on Applied Human Factors and Ergonomics and the Affiliated Conferences (AHFE 2019)," that took place in Washington D.C. (United States). The conference provides an annual forum for the dissemination and exchange of scientific information on theoretical, generic, and applied areas through keynote presentations, parallel sessions, demonstration and poster sessions, tutorials, and meetings of special stakeholders.



# NATIONAL COMPETITION OF THE CFA RESEARCH CHALLENGE



For the second consecutive year, UPC's School of Business participated in the CFA Institute Research Challenge Peru, a competition organized by the CFA Society Peru and the Lima Stock Exchange (BLV). The team of the School of Business, made up by Grecia Villafana, Marcelo Benavides, and Mario Mujica, won the second place. The annual competition gives students the opportunity to receive an intense training in financial analysis and professional ethics in finance, the evaluation of rigorous financial analytical skills, the valuation of the share price of a company that is listed in the BVL, the preparation of a written ad hoc report, and their presentation skills to defend their recommendation in front of a panel of judges who act as investors..



Our Faculty Team

# A Shared Horizon

## Academic authorities by gender

	Position	Female	Male	General total
<b>Dean</b>	Dean	1	6	7
	General Director of the School	2	1	3
<b>Academic Director</b>	Academic Director	17	20	37
<b>Gs Director</b>	Academic Area Director	1	4	5
<b>Faculty</b>	Coordinator	9	4	13
	FT Program Assistant	0	6	6
	Full-time faculty	236	413	649
	Full-time faculty SEDE	6	17	23
	Full-time faculty EPE	2	9	11
	Full-time faculty	0	3	3
	Dictating research faculty	18	38	56
	Dictating faculty english	9	3	12
	Research faculty	4	14	18
	Part-time professor	1	2	3
	Full-time professor	82	97	179
Full-time professor EPG	1	3	4	
<b>General total</b>		<b>389</b>	<b>640</b>	<b>1029</b>

## Part-time faculty

	Female	Male	General total
<b>Part-time faculty</b>	1009	2190	3199
<b>General total</b>	<b>1009</b>	<b>2190</b>	<b>3199</b>

## Faculty by academic degree

Academic degree	No. of faculty
<b>PhD</b>	252
<b>Master</b>	2544
<b>Bachelor</b>	840
<b>No academic degree</b>	66
<b>General total</b>	<b>3702</b>

# We Lead Change

Our faculty mark an innovation path in the different contexts where they work. They all share an idea: to be the best for society.



01

**(01) Franz Krajnik, professor of the Communication and Photography**, program, is recognized in the Premios Luces award of El Comercio newspaper. The contest published the list of the 35 winners, where the best cultural works are highlighted. Among those, the photo book "Uchuraccay" by Franz Krajnik was included. The photo essay "Uchuraccay," published by UPC Printing House, was recognized with the Best Special Edition award in the Books category of this last edition of the contest.

**(02) Roberto Elias Piperis, professor of the Veterinary Medicine**, program, was recognized as a National Geographic representative, obtaining a subsidy from the Denver zoo for the preservation and research of the case of the Titicaca giant frog, which has been considered part of Peru's commemorative coins.

## OTHER IMPORTANT ACHIEVEMENTS

**Guillermo Alfonso Kemper Vásquez**, professor of the Electronic Engineering program, obtained **four patents pending with Indecopi** and, on his part,

**Leonardo Nikolai Vincés Ramos**, professor of the Mechatronics Engineering program, **obtained three**. They both belong to the School of Engineering.

**Ernesto Ortiz del Águila**, professor of the Environmental Management Engineering program, was granted a full scholarship by the **NGO Conservation Strategy Fund (CSF)** to study at Humboldt State University in California.

**José Carlos Manrique Lazarte**, professor of the Mining Management Engineering program, led a group of students in the **Move Mining Competition event of the SME (Society for Mining, Metallurgy & Exploration)**. The UPC team made its way through to the five finalists worldwide, being the first time that a Peruvian team got to the finals in this competition. In addition, the North American University of Denver Sturm College of Law highlighted UPC's participation.

**Manuel Garrido-Lecca**, professor of the Music program, was incorporated in the Circle of Producers and Engineers of **The Latin Recording Academy – Grammy Academy**.



02

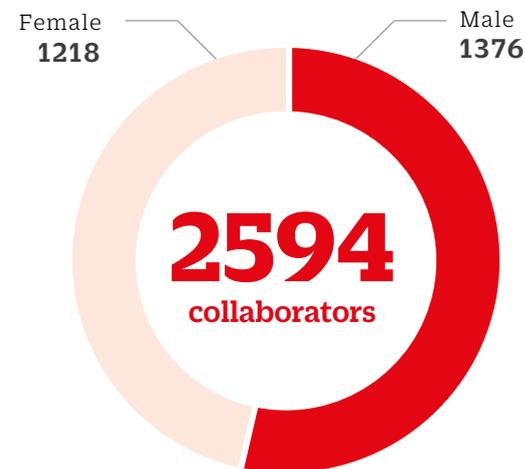
UPC Collaborators

# A One of a Kind Team

At the UPC, we strive for academic excellence in all activities, always guided by our vision, mission, and values. In this pursuit, our collaborators are key elements to ensure our correct functioning as a university and to achieve the objectives as an institution. Below, you will find some relevant data regarding our administrative staff:

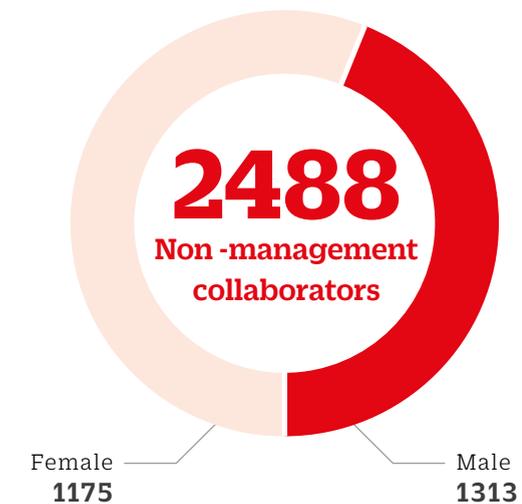
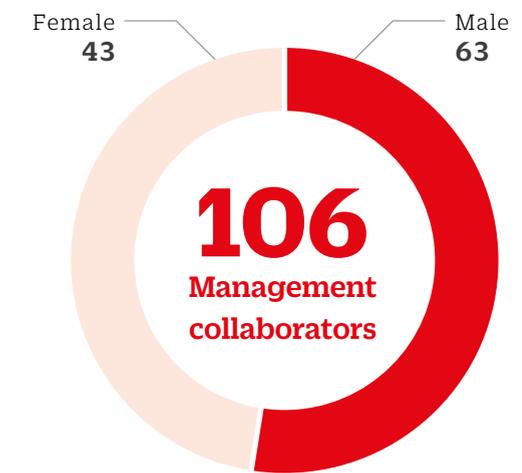


## # COLLABORATORS # 2019





# # OF DIRECTORS AND MANAGERS # MEN AND FEMALE (MANAGEMENT AND NON MANAGEMENT)



# OUTSTANDING ALUMNI



## Renzo Sanchez

**Graduate student of the Software Engineering** program. He is the owner of Artigames, a videogame development center in Peru that is currently about to release its first triple-A video game independently. In addition, he is the co-founder of the Peruvian Association of Video Game Developers (APDEVA) and COIDEV.



## Elva Arrieta

**Graduate student of the Audiovisual Communication and Interactive Media** program. Creator of Alba, the story of a creative girl who is eager to play, but who has family problems due to gender stereotypes. This project allowed her to win the DAFO 2019 award.



"During the first stage, this idea was to be part of a miniseries. It was born in the pitching lab 'Justice for my Sister,' a film program for gender equality, where the project received good reviews, which motivated me to keep working on it."



## Jason Pareja

**Graduate student of the Information Systems Engineering** program. He is the founder of "Vive Tu Futuro," a non-profit organization composed of young professionals united to erase social gaps for a quality education. Likewise, he was designated the Coordinating Ambassador for South America through the program "One Young World."



# UPC ALUMNI

This area organizes different integration and networking activities with the aim of strengthening the links of our alumni with the university.

In the last edition of the "Alumni Reunion," the renowned actress Wendy Ramos gave her speech "Back to the Game," where she showed how to face problems in a more playful and creative way, along with an innovative networking dynamics.

Similarly, UPC Alumni organized a talk with Sergio Victorio, graduate student of the Systems Engineering undergraduate program and current Head of Cloud Solutions in Microsoft-Florida.

During this session, Victorio shared his international and work experience in one of the most important technology enterprises worldwide with our graduates.



## Number of graduates in 2019 only

School	Program	2019
<b>Undergraduate</b>		
<b>Business</b>	Administration and Agribusiness	6
	Accounting and Administration	79
	Administration and Finance	57
	Administration and Marketing	145
	Sports Administration and Business	16
	Administration and International Business	307
	Administration and Human Resources	41
	<b>Total</b>	<b>651</b>
<b>Hospitality and Tourism Administration</b>	Gastronomy and Culinary Management	3
	Hospitality and Business Administration	26
	Tourism and Business Administration	10
<b>Total</b>	<b>39</b>	
<b>Health Sciences</b>	Medicine	97
	Nutrition and Dietetics	20
	Dentistry	28
	Physical Therapy	14
<b>Total</b>	<b>159</b>	

School	Program	2019
Engineering	Civil Engineering	269
	Business Management Engineering	66
	Mining Management Engineering	23
	Information Systems Engineering	77
	Software Engineering	47
	Telecommunications and Network Engineering	5
	Electronic Engineering	14
	Industrial Engineering	287
	Computer Science	4
	Mechatronics Engineering	22
	<b>Total</b>	<b>814</b>
Law	Law	101
		<b>Total</b>
Design	Professional Interior Design	33
	Professional Graphic Design	64
	Fashion Design and Management	34
		<b>Total</b>
Architecture	Architecture	243
		<b>Total</b>

School	Program	2019
Education	Educational and Pedagogical Management	42
		<b>Total</b>
Contemporary Arts	Music	85
		<b>Total</b>
Communications	Audiovisual Communication and Interactive Media	134
	Communication and Corporate Image	46
	Communication and Marketing	114
	Communication and Journalism	40
	Communication and Publicity	114
		<b>Total</b>
Economics	Economics and Finance	13
	Economics and International Business	17
	Managerial Economics	3
		<b>Total</b>
Psychology	Psychology	148
		<b>Total</b>
Human Sciences	Professional Translation and Interpretation	34
		<b>Total</b>
<b>Total</b>		<b>2928</b>

School	Program	2019
<b>EPE</b>		
Business	Banking and Financial Administration	43
	Business Administration	346
	Business Administration WKND	24
	Entrepreneurial Administration and Management	26
	Accounting	68
	Marketing	76
	International Business	91
	<b>Total</b>	<b>674</b>
Engineering	Industrial Engineering	271
	Systems Engineering	88
	Civil Engineering	67
	Network and Communications Engineering	30
	Industrial Engineering WKND	17
	<b>Total</b>	<b>473</b>
<b>Total</b>		<b>1147</b>

Program	2019
<b>Graduate</b>	
Master	227
MBA	46
<b>Total</b>	<b>273</b>
<b>UPC Total</b>	<b>4348</b>



Educational Quality

# We Create the Future

We require students to be the best they can be through our educational model, which adopts a competency-based approach.

The market recognizes the quality of our graduates; that is why, we currently have the largest number of programs with the best salaries according to the Education and Employment Observatory of the Ministry of Labor and Employment Promotion, the Ministry of Education, and IPAE Acción Empresarial. Nineteen of our programs had graduate students that earned the highest average salary.

On the other hand, we value the university licensing that has been taking place at a national level, but, additionally, since 2016, we have been accredited by the prestigious WASC Senior College and University Commission (WSCUC), an accrediting agency of the United States that has certified the quality of top 10 universities worldwide such as Stanford, UC Berkeley, UCLA, or Caltech (California Institute of Technology).



# ACCREDITATIONS AND CERTIFICATIONS

## Institutional



Estados Unidos

WASC Senior College and University Commission (WSCUC). We are the only Peruvian university that has been institutionally accredited for a period of six years.



We are the only university that has an ISO 9001:2015 quality certification for 100% of our processes, both academic and administrative.



Perú

We are the first and only university in Peru that has been accredited by the National System for the Evaluation, Accreditation and Certification of Educational Quality (SINEACE), which recognized WASC's institutional accreditation, turning us into the first university institutionally accredited in Peru until July 2022.



Perú

We have the licensing granted by the National Superintendency of University Education (SUNEDU).



**WE ARE #1**  
in Accreditation for the third consecutive year according to the Ranking of Best Universities of the América Economía magazine.



## Programmatic Accreditations

As part of our commitment to excellent education, our programs go through rigorous accreditation processes required by internationally and nationally recognized standards.

claep



The Communication and Journalism program has its third international accreditation granted by the Latin American Council of Accreditation in Journalism Education (Claep), for delivering education with the academic demand required in this profession. Claep is the accrediting body of the Inter American Press Association (IAPA).

### Accreditation validity

- **Communication and Journalism:**  
2002 - 2008 / 2008 - 2014 / 2014 - 2020



The Communication and Publicity program has an accreditation granted by the International Advertising Association (IAA, USA), for offering a specialized education with high quality and demand standards.

### Accreditation validity

- **Communication and Publicity:**  
2018 - 2023



The Law program is the only program in South America accredited by the Accreditation Council for Legal Education A. C. (Conaed), a renowned institution recognized by the Federal Government of Mexico. This institution has accredited Law programs of important universities such as the Universidad Nacional Autónoma de México (UNAM), the Tecnológico de Monterrey (TEC), among others.

### Accreditation validity

- **Law:**  
2015 - 2020



After a rigorous evaluation process, the Hospitality and Business Administration, and Tourism and Business Administration programs were accredited by the Accreditation Commission for Programs in Hospitality Administration (APCHA). This prestigious accrediting body has endorsed the academic quality of the most prestigious programs of Hospitality and Business Administration in the United States.

### Accreditation validity

- **Hospitality and Business Administration:**  
2017 - 2024
- **Tourism and Business Administration:**  
2017 - 2024



The Information Systems Engineering, Software Engineering, and Electronic Engineering programs are accredited by the Accreditation Board for Engineering and Technology (ABET, USA). This institution has accredited Engineering programs of universities such as Harvard, Cambridge, Oxford, Stanford, UCLA, Yale, among others.

### Accreditation validity

- **Information Systems Engineering:**  
2010 - 2012 / 2012 - 2016 / 2016 - 2022
- **Software Engineering:**  
2008 - 2012 / 2012 - 2016 / 2016 - 2022
- **Electronic Engineering:**  
2009 - 2015 / 2016 - 2022



The Civil Engineering, Industrial Engineering, Information Systems Engineering, Software Engineering, and Electronic Engineering programs are accredited by the Institute of Quality and Accreditation of Computer, Engineering and Technology Programs (Icacit) for having complied with the international standards required for their teaching.

### Accreditation validity

- **Information Systems Engineering:**  
2010 - 2012 / 2012 - 2016 / 2016 - 2022
- **Software Engineering:**  
2008 - 2014 / 2014 - 2020
- **Electronic Engineering:**  
2008 - 2014 / 2016 - 2022
- **Industrial Engineering:**  
2015 - 2021 (Undergraduate and Working Adult program)
- **Civil Engineering:**  
2015 - 2021 (Undergraduate and Working Adult program)



The Nutrition and Dietetics, Medicine, Dentistry, Physical Therapy, Psychology, and Law programs were granted the national accreditation by Sineace, for demonstrating high academic quality standards.

**Accreditation validity**

- **Law:** 2018 - 2020
- **Nutrition and Dietetics:** 2016 - 2019
- **Medicine:** 2018 - 2024
- **Dentistry:** 2018 - 2024
- **Physical Therapy:** 2018 - 2024
- **Psychology:** 2018 - 2024



Estados Unidos

The Master's in Administration and Project Management program (On Campus), and the Master's in Administration and Project Management (Online) are the only ones accredited in South America by the Project Management Institute Global Accreditation Center for Project Management Education Programs (GAC), an accrediting body that has recognized their high quality standards.

**Accreditation validity**

- **Master's in Administration and Project Management (On Campus):** 2014 - 2021
- **Master's in Administration and Project Management (Online):** 2018 - 2021



Bélgica

The Professional Translation and Interpretation program is now a member of the International Standing Conference of University Institutes of Translators and Interpreters (CIUTI). In this way, the Professional Translation and Interpretation program becomes the third CIUTI program member in the Americas, along with the Université de Montréal (Canada) and the Middlebury Institute of International Studies (California, USA), and the first in Latin America.

**Accreditation validity**

- **Professional Translation and Interpretation:** 2018 onward



In 2018, we received the Certificate of Approval of the Quality Management System from the prestigious British certification agency Lloyd's Register Quality Assurance (LRQA), which recognizes the design, development, and quality of all our academic processes (undergraduate and graduate programs), comprehensively.

The new version of the certification (September 2015) incorporates the validation of risk management. For that reason, at UPC, we immediately implemented the changes introduced by the new standard and, in November of the same year, we successfully passed the audit, becoming the first Peruvian university to have obtained the ISO 9001:2015 version certification.

# OBJECTIVE INDICATORS

The rankings are clear and objective indicators that present results from universities compared to others. For us, the rankings are evidence of our advances to continue down the path of academic excellence.



## #5 in the ranking in Peru and #1 in international accreditation

We ranked #5 in the ranking of Best Peruvian Universities and, among them, #1 in international accreditation, for the third consecutive year. To achieve this, the ranking considers eight main aspects: faculty quality, research in innovation, employability, accreditations, and others. With only 25 years of institutional life, we are the youngest university to rank among the first five universities in this recognized study.



## Only Peruvian University to Reach 4 Stars

UPC is the first and only Peruvian university that has this scoring in the prestigious QS Stars international university rating. This rating recognizes the university as an institution that complies with the highest academic excellence standards globally such as research, academic level, inclusion, and social responsibility. This rating marks a milestone and represents a valuable contribution to elevate the quality of the Peruvian educational system.



## #181-190 and #7 in Peru

We have improved our rating in the QS Latam ranking, which ranks the best universities in the world. Such ranking considers criteria such as academic reputation, university reputation according to employers; citations in each paper prepared, and web impact.



## #3 in Peru and #101+ place in Latin America

We have been recognized in the ranking of best universities in Latin America, prepared by the prestigious British magazine Times Higher Education. This study evaluates universities considering 13 indicators, which are grouped in different areas: teaching (learning environment), research (volume, income, and reputation), citations in academic publications (research influence), international reach (staff, students, and research), and industry income (knowledge transfer).

## OUR RESPONSIBLE DEVELOPMENT IS GUARANTEED



## We are a B Corporation

We are certified by B Corp from 2017 to 2019, after undergoing a rigorous evaluation process in terms of governance, collaborators, community, environment, and business model, demonstrating our solid and sustained commitment to social development and the transformation of the country. The UPC, by being a "B Corp" institution, shows that it aims to solve social and environmental problems, in line with its institutional mission of contributing to the transformation of our country by educating upstanding and innovative leaders with a global vision.



## Our Responsibility is Recognized

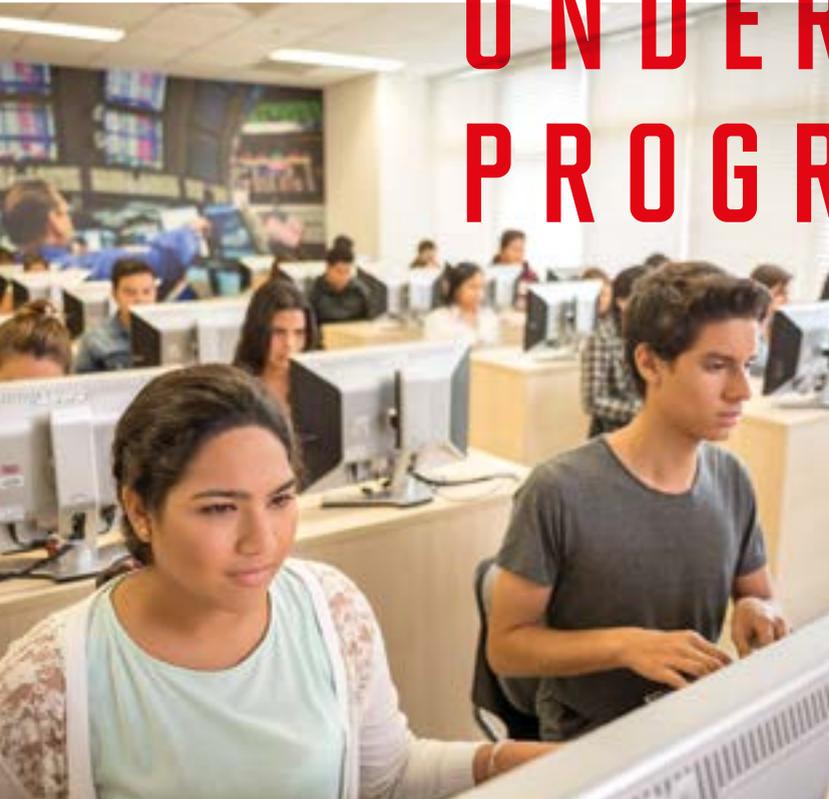
Perú 2021, leading association in the promotion of sustainability in the country, awarded us for our high standards in social responsibility management and our commitment to social development and the transformation of the country. Thus, we reaffirm our mission to provide an education based on demand and innovation, with a responsible and sustainable organizational management.

Our Services

# Undergraduate Programs and Modalities

We provide our students a top-level education, offering them all the necessary tools to boost their abilities.

## UNDERGRADUATE PROGRAMS



At the UPC, we offer a wide variety of professional education programs that respond to current labor and social demands. This is evidenced by an open and direct dialog with diverse stakeholders that allow using market information to foresee, design, and permanently enrich the academic programs. Moreover, we consider the requirements and standards of the national and international accrediting agencies.

In that line, we offer undergraduate programs aimed at students who have finished their secondary school education, and Working Adult Programs (EPE) aimed at those who have professional experience.

**Our undergraduate program has 46 degrees:**

### SCHOOL OF BUSINESS

- Administration and Agribusiness
- Administration and Finance
- Administration and Marketing
- Sports Administration and Business
- Administration and International Business
- Entrepreneurial Administration and Management
- Administration and Human Resources
- Accounting and Administration

### SCHOOL OF ARCHITECTURE

- Architecture

### SCHOOL OF CONTEMPORARY ARTS

- Performing Arts
- Music

### SCHOOL OF DESIGN

- Professional Interior Design
- Professional Graphic Design
- Fashion Design and Management

### SCHOOL OF ENGINEERING

- Computer Science
- Civil Engineering
- Environmental Engineering
- Business Management Engineering
- Mining Management Engineering
- Information Systems Engineering
- Electronic Engineering
- Industrial Engineering
- Mechatronics Engineering

### SCHOOL OF ECONOMICS

- Political Science (new career 2020-1)
- Managerial Economics
- Economics and Finance
- Economics and International Business

### SCHOOL OF COMMUNICATIONS

- Communication and Photography
- Communication and Corporate Image
- Communication and Marketing
- Communication and Journalism
- Communication and Publicity
- Audiovisual Communication and Interactive Media

### SCHOOL OF LAW

- Law
- International Relations (new career 2020-1)

### SCHOOL OF EDUCATION

- Educational and Pedagogical Management

### SCHOOL OF HOSPITALITY AND TOURISM ADMINISTRATION

- Gastronomy and Culinary Management
- Hospitality and Business Administration
- Tourism and Business Administration

### SCHOOL OF HEALTH SCIENCES

- Medicine
- Veterinary Medicine
- Nutrition and Dietetics
- Dentistry
- Physical Therapy

### SCHOOL OF PSYCHOLOGY

- Psychology

### SCHOOL OF HUMAN SCIENCES

- Professional Translation and Interpretation



## EPE | WORKING ADULT PROGRAM

This program offered by the university provides university education to people who are already working. The Working Adult Program (EPE) offers eleven university degrees:

- Banking and Financial Administration
- Business Administration
- Entrepreneurial Administration and Management
- Administration and Human Resources
- Accounting
- Marketing
- International Businesses
- Industrial Engineering
- Network and Communications Engineering
- Systems Engineering
- Civil Engineering

# GRADUATE PROGRAMS

UPC Graduate School is committed to renewing senior executive education. Thus, we back continuous learning and a new vision of the executive setting, a world where there are no boundaries, where professionals go beyond their knowledge, and transform their environment and the businesses they participate in. UPC Graduate School offers seven program lines:

## MBA

Comprehensive programs that strengthen leadership, management, and competencies according to various business areas, providing the professional with a systemic vision of the organization and a strategic business management.

- Senior Executive MBA
- Healthcare MBA
- Executive MBA
- E-MBA

## Specialized Master's Programs

Programs with an applied and holistic approach for certain sectors or functional areas of the organization.

### FACE-TO-FACE

- Marketing and Commercial Management
- Business Law
- Strategic Management of Human Capital
- Information Systems and Technology Management
- Construction Management
- Corporate Finance

- Operations and Logistics Management

### On Campus

- Project Management and Administration

### Dircom

- Business Communication Management

### Online

- Administration and Project Management
- Operations and Logistics Management

- Construction Management
- Public Administration
- Strategic Management of Human Capital



## Certificate Programs

Programs that provide executives a specialized vision and a solid education in their area of interest.

### FACE-TO-FACE

- Management and Administration
- Marketing and Digital Transformation
- Business Intelligence & Analytics
- Evidence-based Medicine Audits

### Online

- Certificate program specialized in Operations and Logistics Management

## Specialized Programs

Programs that provide in-depth knowledge in a short period of time (5 to 12 months), so that professionals can develop their competencies and stand out in their areas of interest.

### ADMINISTRATION AND FINANCE FACE-TO-FACE

- Agile Methodology for Innovation
- *Cybersecurity and Information Management*
- Business Intelligence & Analytics
- Strategic Business Administration
- Executive and Leadership Skills
- Hospitality Administration and Management
- Digital Transformation

### MARKETING FACE-TO-FACE

- Omnichannel
- Marketing Management
- Sales Administration and Management
- *Trade Marketing*
- *Retail Management*
- Digital Marketing Applied to Business
- *Customer Experience Management*
- Key Accounts Strategic Management - B2B
- Customer Experience Management



### ENGINEERING FACE-TO-FACE

- Structural Design: New Trends in Urban and Industrial Buildings
- Real Estate Projects Management
- Design and Management of Road Projects
- Construction Projects Productivity
- Bim Management: Modelos de Gestión Eficientes en Construcción.
- BIM Management: Construction Efficient Management Models
- Cybersecurity Management

### Face-to-face and Online

- Project Management
- Construction Management
- Mining Operations Management
- Data Science for Business

### HUMAN FACTOR FACE-TO-FACE and Online

- Human Capital Management

### OPERATIONS AND LOGISTICS FACE-TO-FACE

- *Lean Six Sigma Black Belt*
- Supply Chain Management
- Corporate Finance
- Adoption and Implementation of the International Financial Reporting Standards (IFRS)

### LAW FACE-TO-FACE

- Construction Law
- Environmental Regulation and Enforcement
- Labor Law and Regulations
- Energy Law

### HEALTHCARE FACE-TO-FACE

- Lean Healthcare
- Healthcare Business Management
- Healthcare Risk Management

## Specialized Courses

There are more than 100 two-month courses (face-to-face and online) that allow the development and acquisition of knowledge in a progressive manner, according to the needs and situation of the student. We offer short-term courses in the following specialties:

- Leadership, Finance and Accounting
- Administration and Organization
- Human Capital
- Organization
- Marketing
- Operations and Logistics
- Business

Our Infrastructure

# Four Strategic Campuses

UPC multi-campus model aims to provide the same educational and university life experience at its four campuses: Monterrico, Villa, San Isidro and San Miguel. Therefore, we offer the same services, visually homogeneous infrastructure, and similar experiences at each campus for all students.

The four campuses are designed in the same style and located in Metropolitan Lima at a distance of around 11 or 12 km from each other, locating the university at all the strategic points of a city that has been modernized in recent years.

San Isidro Campus



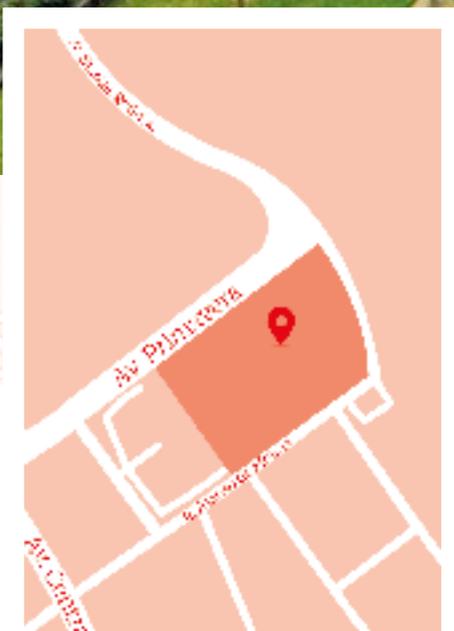
Monterrico Campus



San Miguel Campus



Villa Campus

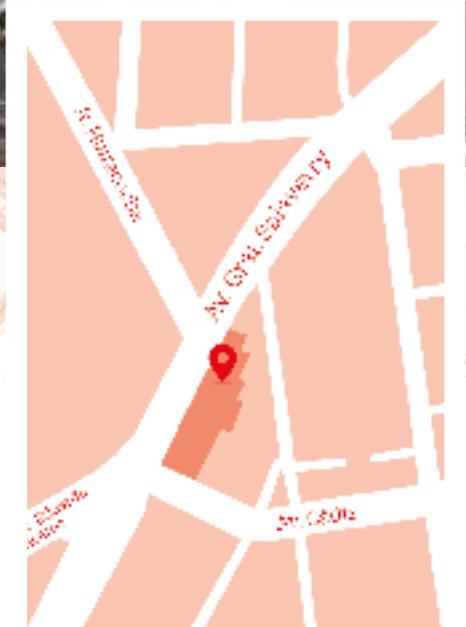


# MONTERRICO CAMPUS

📍 Avenida Primavera, block 23,  
Santiago de Surco

## SERVICES

- Specialized classrooms, laboratories, and workshops.
- Auditorium and Aula Magna equipped with state-of-the-art technology.
- **Information Center:** on campus and virtual library, multimedia library, bibliographic technology, reading lounges, computers, training, and study cubicles.
- **Others:** iPad loans, printed journals search, face-to-face and virtual training, access to books and digital journals databases, and web access to class videos.
- **Sports areas:** multi-sport courts for activities such as basketball, volleyball, futsal, and gym.



# SAN ISIDRO CAMPUS

📍 Avenida General Salaverry 2255, San Isidro.

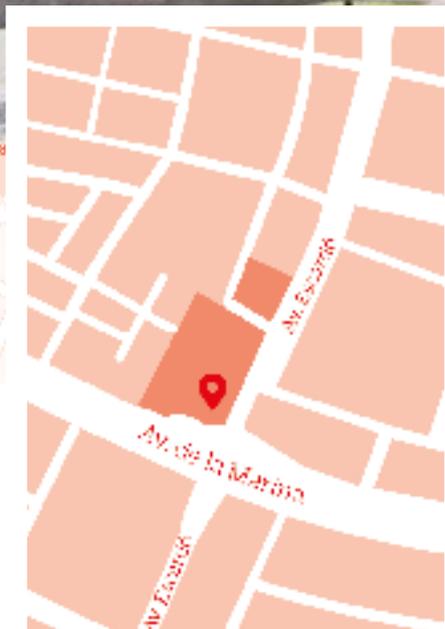
## SERVICES

- Modern infrastructure and multi-functional labs for a 100% practical teaching.
- Engineering HUB: lab specially designed for the Engineering programs, equipped with state-of-the-art technology.
- Bloomberg simulator: specialized space for the School of Business, which allows living a stock exchange experience.
- Design Thinking classrooms: designed to encourage creativity and innovation.
- Auditorium equipped with state-of-the-art technology.
- Specialized workshops and spaces for the programs offered.
- **Information Center:** on campus and virtual library, multimedia library, bibliographic technology, reading lounges, computers, training, study cubicles, and Bloomberg stations.
- **Others:** iPad loans, printed journals search, face-to-face and virtual training, access to books and digital journals databases, and web access to class videos.



## SERVICES

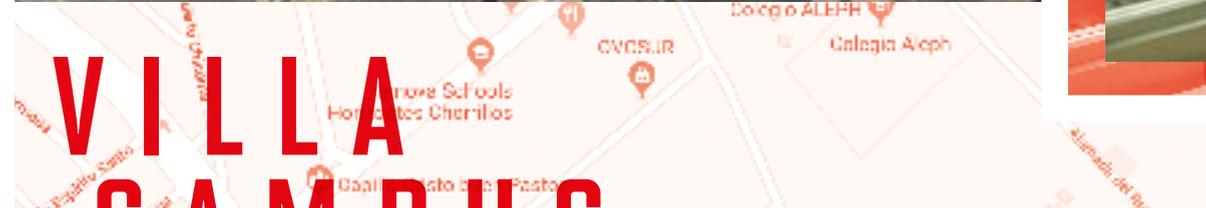
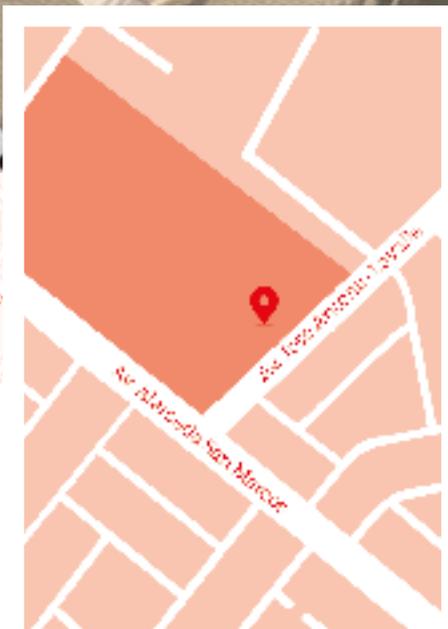
- Modern infrastructure and multi-functional labs for a 100% practical teaching.
- Engineering HUB: lab specially designed for the Engineering programs, equipped with state-of-the-art technology.
- Auditorium equipped with state-of-the-art technology. Specialized labs and spaces, equipped with state-of-the-art technology, according to the programs offered.
- **Fully-equipped Information Center:** on campus and virtual library, multimedia library, bibliographic technology, reading lounges, computers, training, study cubicles, and Bloomberg stations.
- **Others:** iPad loans, printed journals search, face-to-face and virtual training, access to books and digital journals databases, and web access to class videos.



# SAN MIGUEL CAMPUS

📍 Avenida La Marina 2810,  
San Miguel.





# VILLA CAMPUS

📍 Avenida Alameda San Marcos  
cuadra 2, Chorrillos.

## SERVICES

- Auditoriums and special rooms.
- Specialized academic spaces for the Schools of Architecture, Design, Health Sciences, and Contemporary Arts, as well as Engineering laboratories.
- TV and photo sets, audio booth.
- **Information Center:** on campus and virtual library, multimedia library, reading lounges, and computers.
- **Sports areas:** multi-sport courts for activities such as basketball, volleyball, futsal, and gym.

University Health Center

# Learning and Wellbeing

In 2016, the School of Health Sciences opened the University Health Center, a modern specialized infrastructure of more than 2,200 m2.

This center was created to contribute to the learning process of students in the Dentistry, Nutrition and Dietetics, Physical Therapy, and Psychology programs, who work hand in hand with a team of renowned health professionals in order to provide assistance with the highest standards of quality.

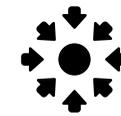
This modern space located at the Villa Campus offers, at affordable prices, the services of radiology and dental surgery, endodontics treatment, oral rehabilitation, implants, periodontics, orthodontics, and minor oral surgery. Evaluation, diagnosis, and treatment in physical therapy for children, adults, and the elderly are also performed, as well as nutritional treatments for musculoskeletal and neurological disorders, and the treatment of pediatric disorders. Psychological consultations and treatments are also provided at the center.

## PEDAGOGICAL COUNSELING

Pedagogical counseling provides students support in their university adaptation process. During the first three weeks, the academic counselor establishes a first contact with students to determine a working and follow-up plan. During the pedagogical counseling, counselors together with students suggest between two and five personal and academic objectives for the term, as well as the follow-up frequency (at least once a week).



## TUTORING, SEMINARS, AND WORKSHOPS



### LANGUAGE TUTORING

Free private classes offered to students by the university. A team of faculty members (tutors) with specialized academic education in several topics of language courses is in charge of these classes. The main benefits of this service are reviewing and consolidating the topics of the undergraduate language courses.



### LANGUAGE SEMINARS

These seminars allow students to update and reinforce their knowledge about diverse topics concerning the subject.



### SCIENCE TUTORING AND WORKSHOPS

This is an academic tutoring service provided by the Science Department. They are non-mandatory sessions that complement theoretical and practical classes.



Global and Strategic Vision

# We Live Internationality

For the sixth consecutive year, the UPC leads the international category in the ranking of the Best Peruvian Universities of América Economía.

Internationality is one of the most important aspects in our students' education; its purpose is to "educate innovative leaders with a global vision who can perform successfully anywhere in the world."

Excellent results have already been achieved regarding this mission. **The UPC is the first and only university in Latin America to have been selected by NCUK**, a group of 16 leading universities in the United Kingdom. Thanks to this, we can provide young Peruvian students with direct access to the British Higher Education System through the innovative UPC International Degrees program. This strategic alliance between the **NCUK and the UPC marks a new milestone in the Peruvian education sector.**

In 2018, 21 students made up the first class to have access to this program. They will continue their studies in English universities such as Manchester, Leeds, Bristol, and Sheffield.

## 2019 IN FIGURES

**1611 students** and **250 teachers** had an international experience.

**413 international students** and 193 international professors came to UPC. Professors gave classes and developed workshops, among other academic activities.

**There are 194 International agreements in force.**

# Psychopedagogical Counseling for Students



## INCOMING STUDENT'S PSYCHOPEDAGOGICAL EVALUATION

The target test is a psychopedagogical evaluation aimed at incoming students whose objective is to identify their level in the following areas:

### A. LEARNING STRATEGIES

Aspects such as intrinsic orientation goals, task value, self-efficacy beliefs, elaboration strategies, organizational strategies, cognitive strategies, and achievement motivation are evaluated.

### B. VOCATIONAL AREA

Aspects such as self-confidence in decision-making, environment control, and program choice attitudes are evaluated.

### C. EVALUATION ANXIETY

Aspects such as exam concerns and anxiety are evaluated.

### D. WELL-BEING

Student engagement is evaluated.

## Psychopedagogical Counseling and Orientation

Our Educational Quality Department's Orientation area offers students orientation, counseling, and workshops, according to their needs.

## Study and Learning Strategies Workshops (SLW)

These workshops are designed to provide study and learning strategies and techniques after identifying the students' needs. We do this through an interview and some psychological tests about study habits and learning styles.

## Psychological Counseling

This counseling is a dialog and interaction activity, both dynamic and confidential. It is practiced by psychologists who, by means of a personal and direct relationship, seek to provide undergraduate students with socio-emotional support to succeed in their adjustment to university.

## University Coaching

This coaching seeks to strengthen the required personal resources to take advantage of the benefits offered by the UPC Educational Model and, therefore, succeed in their adjustment to university. It is aimed at all incoming students from outside the capital and abroad.

## Vocational Guidance Program

This program seeks to assess the skills, personality traits, and interests of undergraduate students who are interested in accessing vocational counseling.

## Personal Development Workshops

This workshop seeks to provide students with a group environment to develop socio-emotional skills such as emotional intelligence, social skills, teamwork strategies, assertive conflict resolution, emotional management, and couple and family conflict management.

## Academic Risk Advisory

The goal of this program is to counsel students at academic risk to assess their academic standing and make decisions to overcome said situation. The program's target population are all UPC undergraduate students at academic risk.

## University Ombudsman's Office

The Ombudsman's Office is responsible for protecting the rights of the university community members and ensuring the principle of responsible authority. The university community includes students, alumni, graduates, faculty, administrative staff, and authorities.



Milagros Loayza, alumna de la carrera de Ingeniería Mecatrónica de la UPC, beneficiada por el programa Beca 18.

# SCHOLARSHIPS

### UPC HONORS SCHOLARSHIPS

The university offers an academic achievement scholarship program called "UPC Honors Scholarship."

### LAUREATE ACADEMIC EXCELLENCE SCHOLARSHIP

Laureate and the UPC have decided to award this scholarship in recognition of the outstanding academic performance of the best student in each program.

### LAUREATE SPORTS SCHOLARSHIP - UPC OUTSTANDING ATHLETES

This scholarship is aimed at UPC outstanding athletes: UPC athletes, national athletes or high performance athletes.

# EXTERNAL FINANCING AGREEMENTS

We have agreements with several institutions that offer students financing alternatives under excellent conditions. Currently, we offer the following options:

### PRONABEC

It offers educational credit in the way of a personal loan to Peruvian students and professionals in order to finance their undergraduate and graduate studies.

### LUMNI TALENT FUND

This initiative allows financing talented youngsters' higher education from the 7th term in the Economic Sciences, Business Sciences, and all Engineering programs.

# UPC Sports

Professional education given to students comes hand in hand with athletic experience, to which UPC pays special attention. Therefore, since 2014, we have been promoting the High Performance Sports Program to guide, support, and promote the academic and athletic performance of our outstanding athletes.



## CHESS

Men and Women



## ATHLETICS

Men and Women



## TABLE TENNIS

Men and Women



## WUSHU

Men and Women



## TAEKWONDO

Men and Women



## JUDO

Men and Women



## SOCCER

Men A and B



## FUTSAL

Men and Women



## VOLLEYBALL

Men and Women



## BASKETBALL

Men and Women



## WEIGHT LIFTING

Men and Women



## SWIMMING

Men and Women  
(advanced and beginner level)



## RUGBY

Only Men



## KARATE

Men and Women



## CLIMBING

Men and Women



## SPORT SHOOTING

Men and Women



## Specialized Program for Athletes

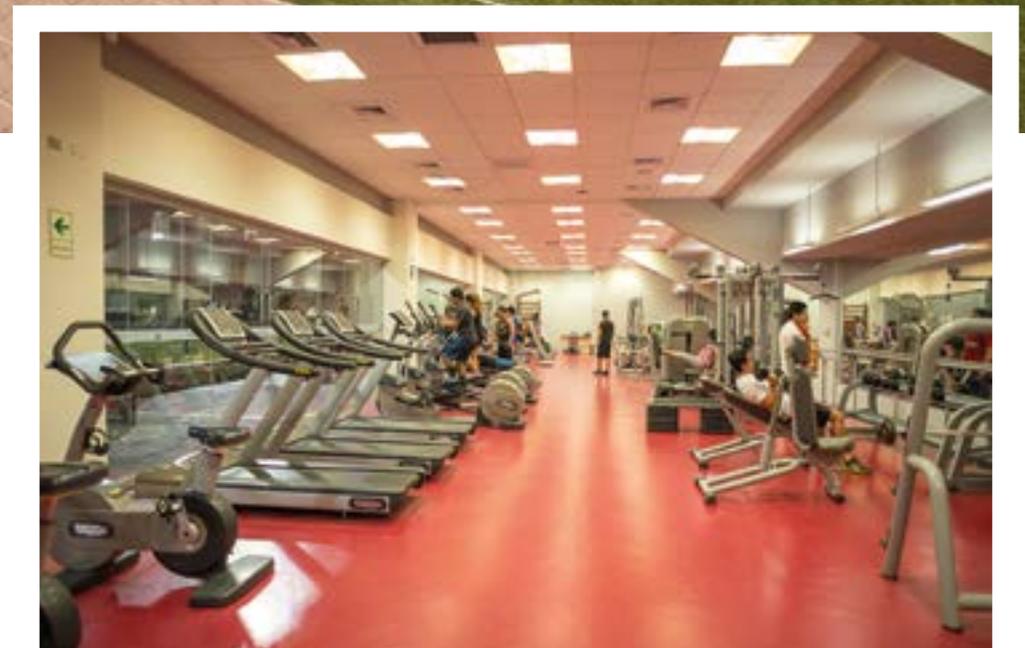
Each term, more than 600 students show why challenge is part of UPC DNA. We offer them the High Competition Sports Program (Prodac) which aims to encourage, support, and enhance the overall performance of outstanding athletes of the university. Some of the academic, economic, and sports benefits we offer them are the following:

- Sports scholarship
- Preferential enrollment
- Exam rescheduling
- Sports nutrition
- Make-up exams for grades due to excused absences
- Academic tutors and comprehensive physical therapy

# SPORT SPACES

We promote sports and physical activity as part of the students' education and lifestyle. The use of sports spaces is free and available to all students enrolled in the university's different levels, programs, and campuses. There are:

- Multi-sports courts — **Monterrico y Villa Campus**
- FIFA soccer field
- Track field
- Semi-Olympic pool
- Gyms — **Monterrico, Villa y San Miguel Campus**
- Climbing wall



Pan American and Parapan American Games

# The university with the largest number of athletes in the Lima 2019 games

During the last edition of the Pan American and Parapan American Games, 63 of the national athletes were students from UPC. After two weeks of competition in Lima 2019, national athletes from UPC won 39 medals.

This figure had never been reached since the first participation of our country in these games. At UPC, we are proud of the more than 900 students who volunteered, of our 63 athletes, and 12 collaborators who were part of the training staff of this multi-sport event.



# UPC MEDALS TABLE



Silver medals

**Vania Torres**  
Administration and International Business Program

**Sport**  
Surfing - SUP

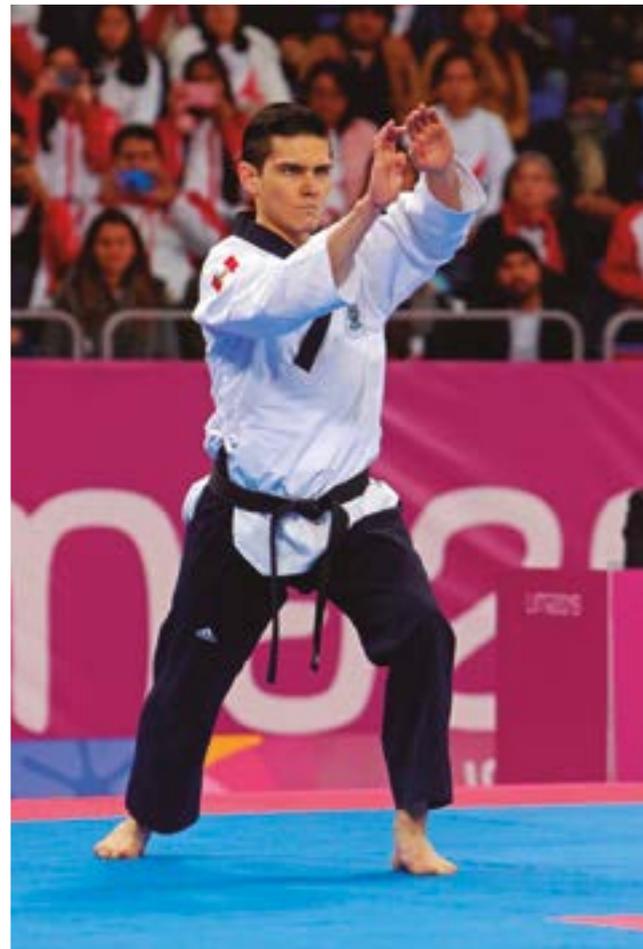


Bronze medals

**Nathaly Paredes**  
Administration and Marketing Program

**Mía Rodríguez**  
Communication and Marketing Program

**Sport**  
Basque pelota



Silver medals



**Hugo del Castillo**  
Medicine Program

**Sport**  
Taekwondo - Poomsae



Bronze medals

**Ariana Vera**  
Medicine Program

**Sport**  
Taekwondo - Poomsae



The second part of this multi-sport event began on August 22 and ended on September 1. Students Diara Rojas Golac, Jesús Ríos, Alberto Salcedo, and Jesús Salvá participated in the disciplines of Sitting Volleyball, Wheelchair Basketball, and Para-Badminton, respectively.



Bronze medals

**Jesús Salvá**  
Communication and Journalism Program

**Sport**  
Para Badminton



# OUTSTANDING ACHIEVEMENTS

Two of our athletes broke national records, showing our commitment to improving and making progress:

## Kimberly Cardoza

- New national record in the semi-final of 400 meters hurdles.
- She was 6th in her event with a time of 58" 04 ms

## Joaquín Vargas

- New national record in Swimming - Youth Category B (up to the age of 17) in men's 400m freestyle swimming.
- He did a time of 3' 59" 15 ms.



## UPC VOLUNTEERS

In March, the inter-institutional collaboration agreement was signed with the Special Project for the Lima 2019 Pan American and Parapan American Games. With this alliance, we contributed to the recruitment of 3,500 volunteers, including more than 900 students. Our facilities were part of this great sport event. The women's and men's national soccer teams held their training sessions at our Villa Campus.

## UPC Troupes in Lima 2019

Our participation extended also to the artistic setting. Our Peruvian Music, Peruvian Dances, and Master-of-Ceremonies troupes performed more than once in the cultural venue of the Pan-American Games. The most outstanding presentation was during the Closing Ceremony of the Cultural Venue of the Pan American Games with the show "Ritmos y Sonidos del Perú" (Rhythms and Sounds of Peru), which took place on August 10, at 6 p. m. at the Fun Fest in the amphitheater of the Parque de la Exposición.

### Other Presentations

- July 28: Sonidos del Perú (Sounds of Peru), a show presented by the UPC Peruvian Music Group on the Milco Zone (Morisco stage) of Culturaymi, Cultural Center of Lima 2019.
- August 3: Legión Impro (Impro Legion), a show presented by the UPC Improvisation Troupe in the auditorium of the Lima Art Museum (MALI), which was also part of Culturaymi, Cultural Venue of Lima 2019.

## UPC Collaborators as part of the professional staff

UPC celebrates the participation of Jimmy Moreno Moreyra, coach of the National Karate Team and the UPC Sports Representative. This martial art won the country 4 medals: one gold medal in the Men's Team Kata and three bronze medals in the Men's and Women's Team and Individual Kata.

# UPC Services



## STUDENT SERVICES

We seek to improve the satisfaction of students and users. Therefore, we use an omnichannel strategy for direct contact with students.



### WEB CONTACT

Assists students and solves inquiries about services virtually. It uses key words to have inquiries answered immediately.



### PHONE CONTACT

A phone service line answers, guides, and solves inquiries about our (Undergraduate and Working Adult) programs and services by providing a warm, fast, and efficient service experience.



### MOBILE CONTACT

It provides a self-service experience for inquiries and processes through our UPC Mobile app from any smart-phone or tablet.



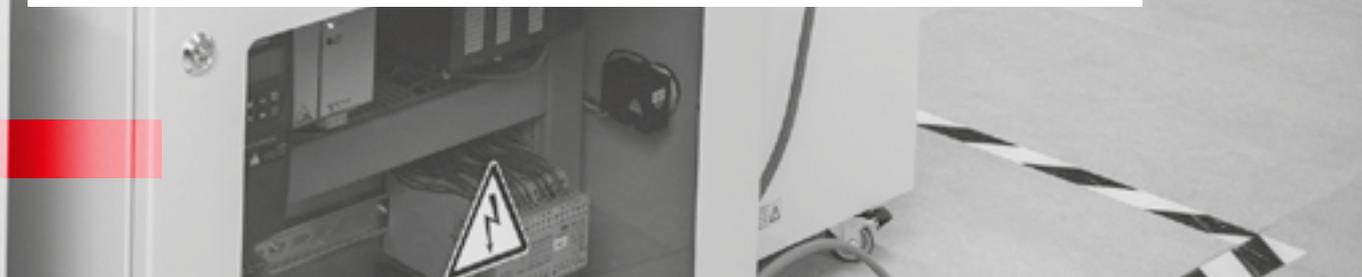
### UPC STUDENT CHAT

It allows quickly solving simple queries on enrollment, regulations, and processes in general.

# Innovation



Achieving innovative proposals during academic studies implies having a coherent vision over time. At the UPC, we work under an ecosystem of innovation that creates the ideal scenario for our students to exploit their full potential and discover and apply new ways of facing challenges to transform the world.



# Innovating for the future

Innovation is part of our motto "Exígete, innova" (challenge yourself, innovate). It integrates our mission and it is a key component of our organizational culture. Since our beginnings, we were pioneers in implementing an innovating component in all our processes, which made us a leading university in this philosophy.

Within this framework, we created LUCY, our innovation ecosystem, which includes:

## UPC LUCY



TM

### Open Innovation

Our open innovation strategy generates collaboration and co-creation through our programs, challenges, and activities that search for ideas and solutions for real situations. This allows us to go one step further in the creation of innovative business models.

### Inversiones Ángel

We connect high impact startups with a network of local and international investors.

### Innovation Lab

The open and accelerated innovation lab provides solutions in emergent technologies for the UPC, the education sector, and society. Through innovation squads with multidisciplinary teams, we launch minimum viable products that evolve to integrate themselves into the innovation framework of the UPC.

### StartUPC

It is our business incubator where we develop and connect startup companies with the ecosystem in order to lead them to success. We have the best proportion of presentation/winners of the StartUP Peru (main program of the Ministry of Production that awards the best enterprises every year with funds to continue escalating).

### FabLab

It is our digital fabrication laboratory, backed by MIT. There, we integrate different disciplines such as electronics, robotics, and design in a collaborative working space. It is a place specifically designed to encourage interdisciplinary work, research, and the development of innovation for the UPC students, faculty, and staff.

### R + D + I Labs

We generate research, works, and patents in our applied science laboratory (academic laboratories).



UPC Business Incubator

# StartUPC

As part of its action strategy, StartUPC offers the following three consultancy “tracks”:

## Business Innovation

Startups that offer technological products and services aimed at global markets.

## Applied Research

Projects based on R+D+i that can be applied in different industries.

## Social Innovation

Business ventures with business models that address social and humanitarian problems in a self-sustainable manner.

**12 beneficiaries**  
in 4 years of management

**90 entrepreneurs**  
trained

**32 projects**  
incubated

**S/ 2.315.721,80**  
in sales

**Apoyo en la metodología**  
de incubación a incubadoras regionales

**USD 393,000**  
in funds raised by startups of the program

**130 job positions**  
generated by the development of startups

**More than 15 events**  
organized with our support

**A patent**  
in progress

# ACTIVITIES

## International Entrepreneurs Summit powered by StartUPC

The event had more than 700 attendees during the three days it lasted. There were three areas of action: Social Innovation, Business Innovation, and Digital Fabrication. Famous speakers in the entrepreneurship and innovation field participated in the event, such as Gonzalo Villarán, representative of Startup Perú; Daniel Bonifaz, CEO of Kambista, Ignacio Schawalb, co-founder of Barbarian; and Joel Adriance, Education and Learning director for the YouthActionNet program, among others.

## TEDxUPC

Its objective was building knowledge and connecting participants with the philosophy of TED International "Ideas worth spreading." The main speakers were Marisol Suárez, President & CEO of UPC; Milagros Morgan, Vice-Rector for Academic Affairs and Research at UPC; Javier García-Blásquez, specialist in Management and Corporate Social Responsibility of UPC; Daniel Bonifaz, co-founder of Kambista; and Hugo del Castillo, 2019 Pan American Games medalist and medicine student.

## Shark Tank Peru Experience

UPC and Sony Channel launched the "Shark Tank Peru Experience" competition, in which a group of young entrepreneurs in the 4th and 5th year of high school had the opportunity to participate. They presented their projects before prominent professionals in the sector with the objective of obtaining capital investment to take them to the next level.



## Launching of Mentor Crew

The first mentorship program for owners, founders, and general managers of business ventures in the country. This unique program gives permanent training and additional benefits such as acknowledgment by the UPC, graduate school discounts, and more. The program has twenty mentors divided in two categories:

### ON DEMAND Mentors

Focused on professionals that provide the service according to the requirements of each participant.

### PRINCIPAL Mentors

Part of the permanent training program.

## IMI

In 2019, as part of the contributions of the Business Creativity Award, the first Innovation Maturity Index (IMI) of the country was launched, seeking to improve innovation and competitiveness in Peru.

Our president, Marisol Suárez, led the ideation and implementation of this index to contribute to the progress of this matter in the country. The objective is to know the current situation regarding innovation of the different organizations in Peru, understand the strengths, and understand the existing gaps to improve them.

# Open Innovation

Our open innovation strategy has allowed us to explore new ideas and co-create with companies and hundreds of people.

## 4 Innovation Challenges

Open innovation contest, where all the UPC community participates with ideas that allow the construction of a digital future. In each Innovation Challenge, the best ideas are chosen according to the rules of each challenge and a prototype will be made in a Hackathon.

**+1200 ideas**   **+400 ideas**   **+40 ideas**

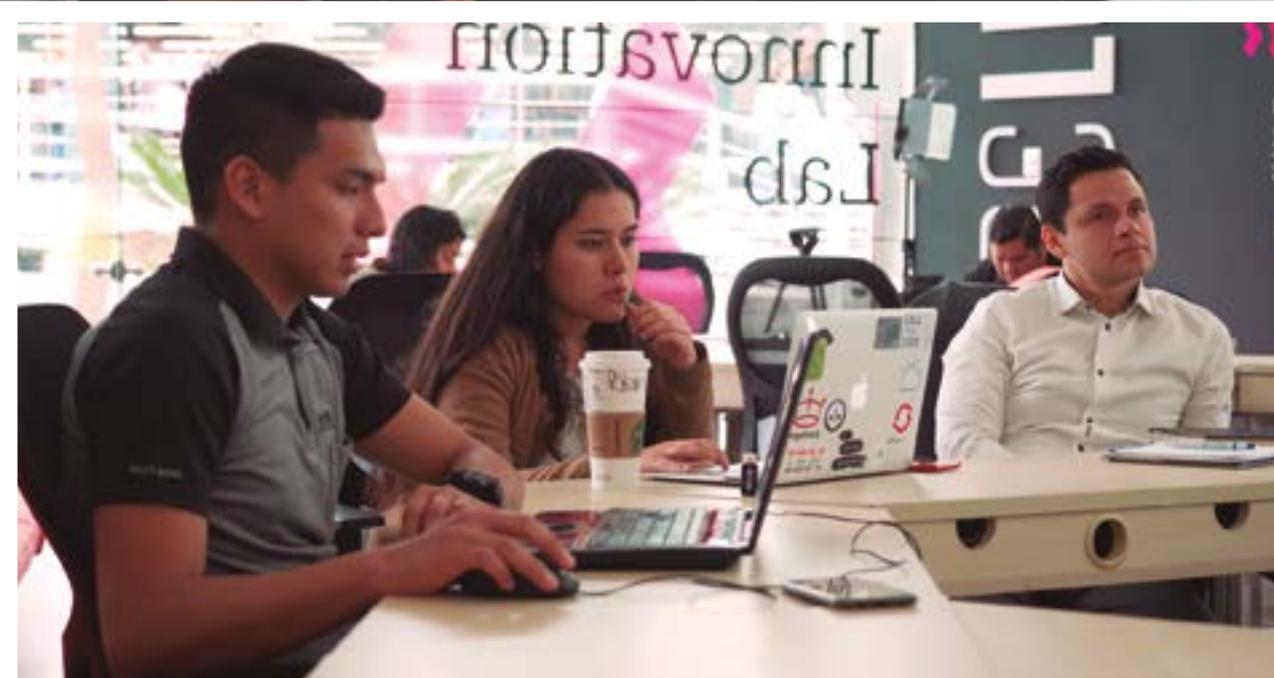
## 10 pilots

of co-creation with companies and startups

## 11 partner companies

in innovation that form part of the extended innovation ecosystem





# Innovation Lab

The ILab was launched on August 2019 and the accelerated innovation program was created to develop minimum viable products in emerging technologies.

## Co-creation in 3 Squads

Working with geolocation technologies, AI (artificial intelligence), and blockchain together with two technology companies and one startup to launch three minimum viable products.

## Collaboration with 6 companies that are global leaders in technology

More than 400 people were trained in various subjects such as AI, Cloud, Blockchain, SCRUM, and Design Thinking.

## First generation of Brainhackers

The 10 best students in innovation of all programs were selected, received training, and then participated in the squads. When finished, in less than a month, the 10 students were hired in the innovation departments of prominent companies in the country.

Thinking in Community

# Far-Reaching Research

We are committed to encouraging relevant intellectual contributions that add value and benefits to our university community and society.

Research and innovation are closely related, as demonstrated by our main achievements in 2019.

## Second place

among all Peruvian universities, according to Scimago Institutions Ranking 2019.

## 351 scientific publications

registered in indexed media (journals, conferences, and books) with Scopus.

## Funding of 4 research projects

with external financial resources.

## 222 research projects

selected and funded by UPC's VII Annual Research Incentive Contest (2019).

## 37 research lines

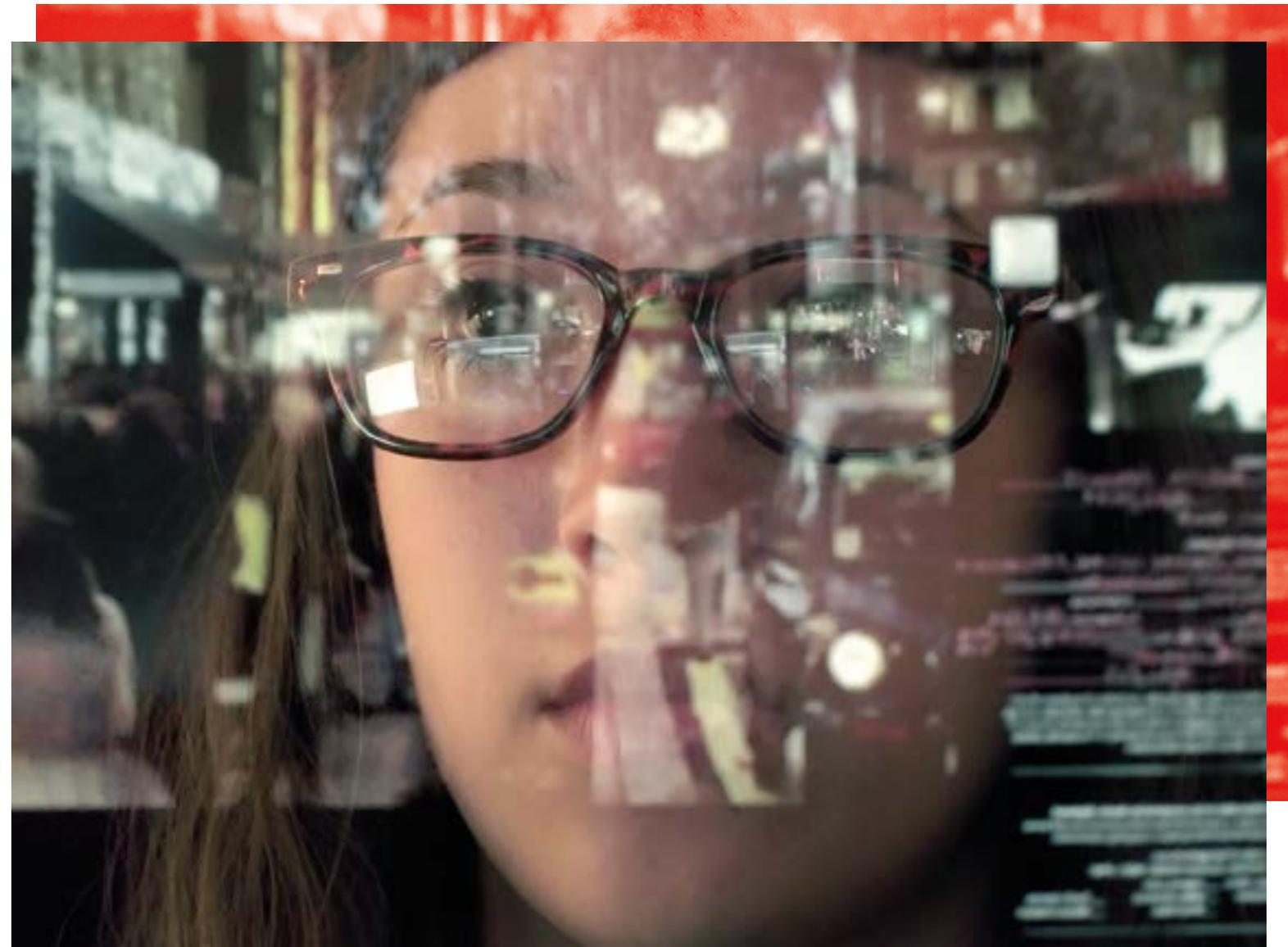
officially registered in UPC's Research Department and Sunedu.

## 16 patents accepted

by Indecopi and registered in Patentscope.

## 367 students with thesis

or research works published in media indexed with Scopus.



**Our Digital Journal of Research in Higher Education (RIDU) was accepted in the electronic library SciELO (Scientific Electronic Library Online) and in the Emerging Source Citation Index (ESCI). Currently, only 30 Peruvian journals are in SciELO. Only one, apart from RIDU, is about education<sup>8</sup>.**

<sup>8</sup> RIDU is the first journal dedicated to research in Higher Education and Emerging Source Citation Index (ESCI) is a database that contains all journals that are being assessed to be part of the database of the Web of Science Core Collection. Nowadays, RIDU papers can be viewed in the Core Collection of WoS.

# UPC PRINTING HOUSE

With each of our titles, we seek to make useful and valuable knowledge visible and accessible for the development of different members of society. The motto of our Publishing House is summarized in this phrase: "We share knowledge."



## Agreements with publishing houses of international institutions

Universidad Nacional Autónoma de México, Johns Hopkins University (United States), Universidad de Navarra (Spain), Universidad de Guadalajara (Mexico), Taylor & Francis Group LLC. publishing house – Routledge (United Kingdom) and Thames & Hudson publishing house (United Kingdom).

## 29 Co-edited titles

With presence in 13 Latin American countries.

## Member of EUPerú

Chapter of University and Academic Publishing Houses of Peru

## Participation in International Book Fairs

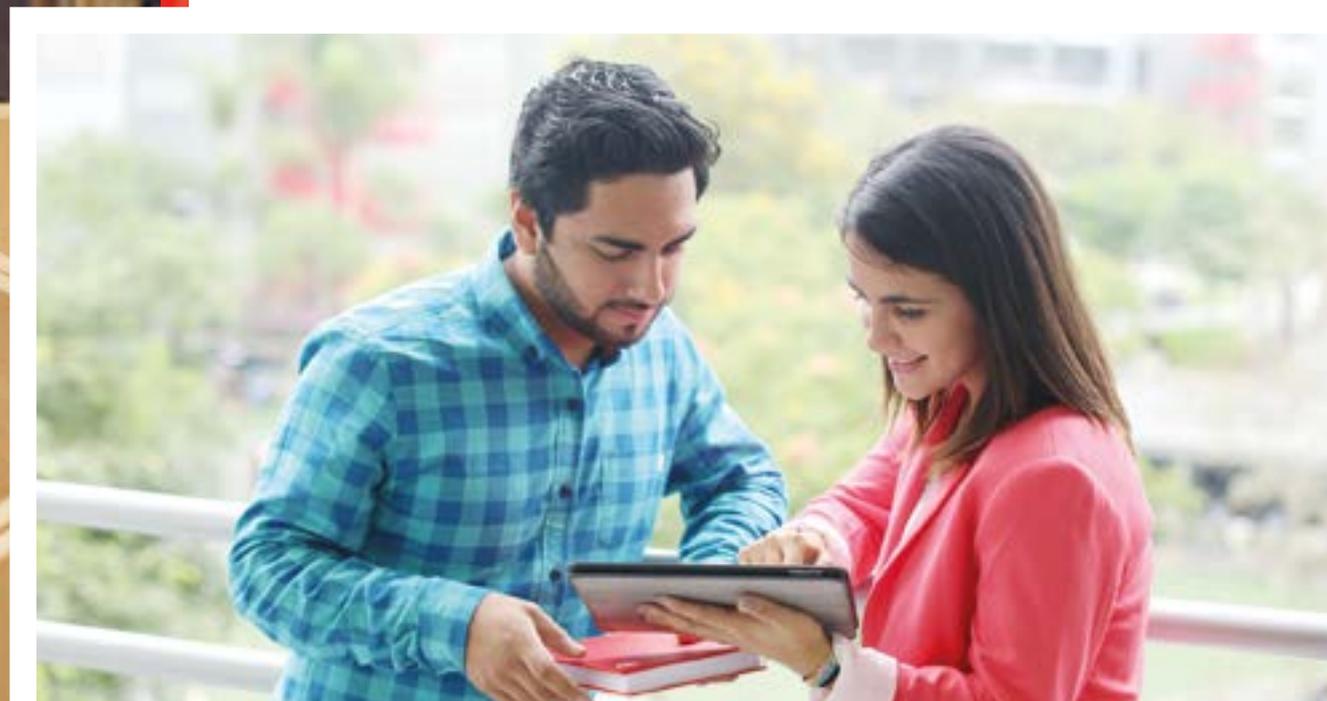
FIL Buenos Aires (Argentina), FILBO Bogota (Colombia), Libro Universitario-FILUNI CDMX (Mexico), Salón Iberoamericano del Libro Universitario-SILU Medellín (Colombia), FIL Frankfurt (Germany), FIL Guadalajara (Mexico).

## Participation in National Book Fairs

FIL Lima, Feria del Libro in Cusco, Feria del Libro in Trujillo (La Libertad), Feria del Libro in Piura and Feria del Libro Ricardo Palma (Lima).

## Participation in University Fairs

Pontificia Universidad Católica del Perú, Universidad Continental and Universidad Nacional de Ingeniería.





# LAUNCHING OF THE UPC AND ARIZONA PROGRAM

In 2019, the University of Arizona (UA), top 100 at world level, chose us to offer a series of academic programs. With this alliance, we gave access to world-class education to young Peruvian talent. One of the main benefits of this important agreement is the possibility of obtaining up to three academic degrees in just 5 years: bachelor's degree from the UPC, bachelor's degree from the University of Arizona and a master's degree from this international university. This program will be available for six schools: Architecture, Communications, Law, Economics, (Industrial and Systems) Engineering, and Business.

# Social Respon sabili ty

Building a better community requires the effort of the different university agents and of our allied institutions. During 2019, we continued working on our commitment towards the sustainability of our actions, the strengthening of the education sector, the contribution to business creativity, and rewarding the efforts of young social entrepreneurs. Additionally, and with the same spirit, we directed different programs that have helped strengthen social bonds and help the people that needed it the most.



# Committed to sustainability

Since our foundation, we have demonstrated a solid and continuous commitment to social development and the transformation of the country, mainly through the strengthening of the education sector with a focus in **innovation** and a **responsible organizational management**.



## Areas of action

### Education

- To contribute to the strengthening of the educational sector, mainly in the areas surrounding the UPC campuses
- To train professionals with a social responsibility approach, so that they transform their environment and the country
- To promote a culture of social responsibility in the entire university community

### Innovation

- To promote a culture of innovation in the university community, in the main external stakeholders, and in society in general
- To encourage scientific and applied research in the university community to generate new knowledge that promotes the development of the country

### Responsible Organizational Management

- To strengthen an environmentally responsible culture and management, identifying and managing the impact generated by the operations of the university in a timely manner
- To promote inclusion and equality in the university community in topics such as gender, disability, access to education, among others.



Socially responsible initiatives

# Business Creativity

For 24 years, this award has promoted the development of a culture of continuous innovation in Peru by acknowledging products, services, processes, or strategies that have made a transcendental impact in the generation of value of an organization, company, or institution. The award is one of the ways in which we contribute to this purpose, working together with all the sectors of the country and with organizations of all sizes. In 2019, Business Creativity continued encouraging companies to transform in order to contribute to the development and growth of the country.

## Special awards

Category	Enterprise	Project
<b>Entrepreneurial Spirit – Award presented by Caja Sullana</b>	Izipay	Izipay
<b>Medium-sized Company</b>	Symphony for Peru	Symphony for Peru
<b>Big Company</b>	Banco de Crédito del Perú	Yape



## Winners list

Categoría	Empresa	Proyecto
<b>Art and Design</b>	Incalpaca TPX	Hilando fino, more than 20 years innovating the fashion industry with alpaca
<b>Culture</b> Award presented by Canal N	Symphony for Peru)	Symphony for Peru)
<b>Environmental Care</b> Award presented by Southern Peru Copper Corporation	Enel Green Power	Dry Cleaning of Photovoltaic panels in Central Rubí
<b>Innovative Communication</b> Award presented by Grupo RPP	National Institute of Radio and Television of Peru	Canal IPe, the first cultural signal aimed at the children and young people of Peru
<b>Commitment to Society – Public Institution</b> Award presented by El Comercio	National Telemedicine Center– EsSalud	COLPONET
<b>Commitment to Society – Private Company</b> Award presented by El Comercio	Symphony for Peru	Symphony for Peru
<b>Education</b>	Peruvian Association of Insurance Companies/ Superintendence of Banks, Insurance, and Private Administrator of Pension Funds / Financial Studies Center) – CEFI ASBANC / Sparkassenstiftung fur internationale Kooperation	Finances at My School
<b>Human Factor</b>	Quantum Talent	Quantum Talent
<b>Gastronomy</b>	PromPerú	Gastronomic Fair "Perú, Mucho Gusto"
<b>National Public Administration</b>	Public Acquisitions Center – Perú Compras	The strategic path of Perú Compras
<b>Local and Regional Public Administration</b>	Municipality of San Borja	Circular Economy San Borja

Categoría	Empresa	Proyecto
<b>Real State, Construction, and Equipment Award presented by Bryson Hills Perú</b>	Cosapi	Innovative digital integration strategy for the design and construction of the Villa Deportiva Nacional - Videna
<b>International impact</b>	PromPerú	Uncover The Mysteries of Peru
<b>Marketing, Commercialization, and Sales</b>	Izipay	Izipay
<b>Interactive Media</b>	MDP Consulting/ IBM Perú/ AFP Integra	Virtual Assistant Irene
<b>Nutritional Products</b>	Sumaq	Sumaq Challwa
<b>Intermediate Products and Services</b>	Osinermin	Strategies for sustainability in the formalization of GLP stores in the Puno region
<b>Health</b>	Instituto Nacional de Salud (National Health Institute)	Technological Innovation in the diagnosis of unattended endemic diseases in extreme poverty zones of Peru
<b>Bank, Finance, and Insurance Services</b>	Banco de Crédito del Perú	Yape
<b>Customer Service – Public Institution</b>	Osinermin	Bonogas: Improving the well-being of more Peruvian homes with clean and affordable energy
<b>Customer Service – Private Company</b>	RIMAC Seguros	Pakta, a unique insurance plan so you can always keep moving forward
<b>Public Services</b>	QUAVII	Operation Virtual Gas Pipeline GNI, for the dissemination of Natural Gas in Northern Peru
<b>Technological Development and Information</b>	Enel Green Power	Artificial Intelligence with Drones for Renewable Energy Power Plants
<b>Tourism and Recreation</b> Award presented by Libertador Hotels, Resort & Spa	Turismot	Turismot – Software and distribution platform for companies that provide local tours and activities in Latin America and Spain

# IMI ÍNDICE DE MADUREZ DE LA INNOVACIÓN

## IMI TO CONTRIBUTE TO THE IMPROVEMENT OF INNOVATION AND COMPETITIVENESS IN PERU

In 2019, as a part of the contributions of the Business Creativity Award, one of UPC's social responsibility initiatives, the first measuring of the Innovation Maturity Index, IMI, was launched. Our president, Marisol Suárez, led the ideation and implementation of this index to contribute to the progress of this matter in the country. The objective is to know the current situation regarding innovation of the different organizations in Peru, understand the strengths, and understand the existing gaps to improve them. Moreover, in this way, we can contribute to the improvement of innovation and competitiveness in the country.

This first index (IMI 2019) seeks to show the progress of innovation practices and, to do so; four great dimensions relevant to and of great impact on the maturity of the construct were established inside the organization:

- Innovation culture in the organization
- Leadership and innovation strategy in the organization
- Ability of the organization to create innovation
- Impact and results linked to innovation in the organization



# CHAMPIONS OF CHANGE

Since 2011, we have acknowledged and awarded the efforts of more than 90 young leaders for their disruptive social initiatives that have had a positive impact on more than a million people in different regions of the country.

The winners of this program receive academic support through leadership, innovation, and entrepreneurship workshops. They also participate in a wide national network of entrepreneurs with social impact through the YouthActionNet® Network. Furthermore, they receive continuous accompaniment through mentorship by entrepreneurship experts and our own specialists. Finally, the winners and their projects obtain the visibility they need to grow through the media at a national level.



← 2) **Camila Cantuarias Mc Callum** – Project: **Donante Pendiente** | Lima

3) **Madeleine Camones Marzano** – Project: **Awajkuna.** →



1) **The 10 winners of the Program "Protagonistas del Cambio UPC 2019"** →



↑ 4) **Roger Alvarado Isla** – Project: **Sembrando Vida en la Amazonía** | Maynas



# INTERNATIONAL CONGRESS OF EDUCATORS

For 19 years, we have been committed to strengthening the education sector by training professors from all around the country in the International Congress of Educators. In 2019, distinguished international experts from different countries came to this congress. Additionally, there were nine key lectures and four panels led by distinguished national and international experts that addressed proposals of "Innovation in Education," the main theme of the event.

More than  
**600 educators**  
in this three-day event

**30 education  
scholarships**  
for teachers from public and  
private schools

**44 national  
speakers** y 11 from  
Spain, Finland, Germany, Brazil,  
and others



## Awareness campaign on responsibility

Throughout the year, we developed a communicational campaign for the university community aiming to educate about the importance of sustainable and social development.

**+596 000**  
in reach

**+9000**  
interactions.

## UPC Comprehensive Skills Development Program with D1 Cultural Association

We carried about the sixth edition of the "UPC Comprehensive Skills Development Program" that benefits youngsters of the D1 Cultural Association. The objective was to complement the artistic training of young people with an academic education that would improve their knowledge, competencies, and skills.

The program, organized by the Vice-Rector's Office for Planning and Development, with the support of the Graduate School (Business and Leadership Division - DEL), and the UPC's Institutional Image and Social Responsibility area, produced the following results:

**55 young people**

from the D1 Cultural Association

**126 class hours**

in 10 weeks

**28 volunteer faculty**

members from the UPC Graduate School.

**12 courses, workshops, and presentations**

- Self-motivation and Motivation Strategies
- Social Project Management
- Marketing
- Digital Case
- High Impact Presentations
- Presentation: "Training as a Pillar for Development, Personal Efficacy, and Personal Budget and Finance"

Moreover, there were seminars on entrepreneurship, creativity, new business creation, teamwork, and activity management.

**154**

## Strengthening UPC's Voluntary Work

We have a teaching-learning approach in different programs that looks for spaces in which our students can apply their knowledge to solve local social problems, all within the learning process framework.

At UPC, we have developed three areas of volunteer action.

### Institutional Volunteer Work

Contributing to solving local social problems

### Extracurricular Volunteer Work

Connecting our UPC volunteers with non-profit organizations that address issues they are interested in

### Academic Volunteer Work

Allowing students to use their profession at the service of society

**Three areas**



We are committed to increasing our contribution to society by encouraging the volunteer work spirit of our university community.

## Social impact activities

**+ 600 initiatives**

social responsibility initiatives of the 46 programs at UPC

**+ 10 900 students**

**+ 2000 faculty members**

**+ 1400 administrative**

people from the administrative staff that participated in their development

**+ 320 000 man hours**

invested in total

**155**

# Sustainable Organizational Management

We focused responsible organizational management on two main issues: 1) reducing environmental impacts generated by our operations and the development of an environmentally friendly culture in the whole university community, 2) promoting inclusion and equality in the university community and with all stakeholders.

## WASTE SEGREGATION

This project started in the San Miguel campus and progressively spread to all campuses, where we now have bins to segregate paper, plastic, and glass waste, which is given to social organizations to benefit vulnerable populations.

This environmental commitment has extended to the cafeteria concessionaires who must recycle oil, one of the most hazardous waste products originated by their activity.

## ECO-EFFICIENT TECHNOLOGIES AT THE CAMPUSES



### ENERGY

At the Monterrico and Villa campuses, we have software that verifies energy consumption with reports. Thus, we can identify power consumption peaks to implement relevant corrective measures and optimize energy consumption.

Energy Consumption (KwH)

**293.06**

per person every year.



Additionally, we are implementing a LED lighting standardization project in the campuses to reduce energy consumption and lower the emission of greenhouse gases.



### WATER

All campuses have water efficient technology faucets and waterless urinals that allow saving 40% in consumption.

Water Consumption (m3)

**2.84**

per person every year.

Campus	Waste Recycling				Consumption	
	Paper (Kg)	Cardboard (Kg)	Plastic (Kg)	Cooking Oil	Energy Consumption (Kw.H)	Water Consumption (m³)
Monterrico	3080.00	470.00	195.00	1895.00	4 171 887.71	54 692.00
San Isidro	4003.00	1007.00	-	1275.00	2 039 939.20	21 577.00
Villa	5468.00	3281.61	2119.40	1095.00	4 941 479.80	60 944.00
San Miguel	3949.00	2178.00	51.00	880.00	2 040 872.21	13 625.00
<b>Total</b>	<b>26 500.00</b>	<b>6936.61</b>	<b>2465.40</b>	<b>5145.00</b>	<b>13 194 178.92</b>	<b>150 838.00</b>

# ACTIVITIES AT THE SERVICE OF THE COMMUNITY

As part of our commitment to society, in each of our schools we create different volunteer work activities that allow the development of the sustainability competencies present in UPC's Educational Model.

Some of the outstanding activities in 2019 were:

## BEACH CLEANING

Within the framework of Global Days of Service of Laureate International Universities, we participated in the volunteer project "Limpiemos Playa Venecia" in the Villa el Salvador district.

More than  
**120 kg of waste were collected**

24% recyclable waste and 76% non-recyclable waste, such as cigarette butts, glass and plastic bottles, pieces of plastic, disposable cutlery, needles, bottle caps, metal caps, snack packaging, and others.

More than  
**400 m<sup>2</sup> walked**

More than  
**100 volunteer participants**

## HUMANITARIAN AID FOR THE PEOPLE AFFECTED BY THE FLOOD IN SAN JUAN DE LURIGANCHO

On January 13, the rupture of a main water pipe caused a flood that seriously affected the district of San Juan de Lurigancho (SJL), leaving more than 2,000 people directly damaged, more than 250 properties affected, and more than 1 million people indirectly affected.

In the face of this event, we created a bottled water and non-perishable food collection campaign, coordinating the delivery of donations with the NGO Taller de los Niños, which has been operating in SJL since 1978.

## BLOOD DONATION CAMPAIGN

We carried out two blood donation campaigns throughout the academic year with the help of the Alberto Leonardo Barton Thompson and Edgardo Rebagliati Martins hospitals and the Instituto Nacional de Enfermedades Neoplásicas.

**1600 donors signed up**  
and more than 900 donors were accepted.

More than  
**2,700 patients**  
benefited in different local public hospitals.



