



Your Smart Path to an International Degree

Jorge A. Bentin  
Director  
Center for Global Education  
Universidad San Ignacio de Loyola  
[jbentin@usil.edu.pe](mailto:jbentin@usil.edu.pe)

# CGE Current Academic Articulations



Associate in Arts Degree (2)



Bachelors of Science in Business (2+2)



Bachelors of Science in Hotel and  
Restaurant Management (2+2)



Bachelors of Science in Industrial  
Engineering (2+2)



Bachelors of Science in Economics (1+3)

# New Alliance: KAPLAN

- Test preparation provider
- Centers in more than 100 countries worldwide
- CGE: TOEFL and SAT test prep. Soon: GMAT, GRE



- CGE Team:
  - √ Assistant – Elga Jimenez
  - √ Admin coordinator – Angi Figueroa
  - √ Broward and Kaplan coordinator – Erika Valdivia
  - √ Bachelor-level academic coordinator – Rocio Baldarrago
  - √ Director – Yours truly
- Challenges:
  - √ Internal academic articulation with Peruvian side of USIL
  - √ Keeping two mirror academic platforms synchronized in real time
  - √ Excellent customer service (CGE = USIL's premium program)

# Full time Faculty

<u>PROFESSOR</u>	<u>COURSE</u>
CANODE, JILLIAN LESLIE	AFRICAN AMERICAN LITERATURE ENGLISH COMPOSITION II INTRODUCTION TO ETHICS
GADSBY, JARED MICHAEL	BRITISH LITERATURE SINCE 1789 COLLEGE SUCCESS SKILLS CREATIVE WRITING ENGLISH COMPOSITION I
HORTON, JUSTIN HANS	MANAGERIAL ACCOUNTING PRINCIPLES OF ACCOUNTING I PRINCIPLES OF ACCOUNTING II
NIKOLAYCHUK, ALEXANDER	CALCULUS FOR BUSINESS, SOCIAL AND LIFE SCIENCES COLLEGE ALGEBRA INTERMEDIATE ALGEBRA STATISTICS
OSSIO SAL Y ROSAS, CARLOS EDUARDO	INTRODUCTION TO BUSINESS PRINCIPLES OF MARKETING INTERNATIONAL MANAGEMENT
STUART, PAUL BYRON	PRINCIPLES OF MACROECONOMICS PRINCIPLES OF MICROECONOMICS ECONOMICS OF DEVELOPMENT
VAN OORDT LA HOZ, FRANCIS	ENVIRONMENTAL SCIENCE GENERAL BIOLOGY GENERAL BIOLOGY LAB

- PTK
- Honor Society
- Writing Center
- Math Center
- Science Center
- Tutoring
- SLS Course
- Miscellaneous student life activities

Today: 194 students in total

Two broad categories:

1. Students who would otherwise leave abroad
2. Students who would otherwise attend a local university

- Students who would otherwise leave to the U.S.
  - √ Held back by parents after being informed of CGE
  - √ Main reason: cultural, leaving at 18 or 19 better than at 16
  - √ Not very price sensitive
  - √ Would benefit a lot from explicit 2+2 off-site articulation agreements
  - √ Proper advising crucial



- Students who would otherwise attend a local university
  - √ Main goal: obtaining a complete Bachelors degree on site.
  - √ Price and /or culturally sensitive
  - √ Advising still required, even when course structures pretty much fixed for all 4 years

- PERT: placement, not admissions test
- Might not be ideal to measure basic English and Maths proficiency
- Mitigation:
  - √ Include writing sample along with the PERT
  - √ Admission interviews in English with an English Professor present
  - √ Writing Center and/or Maths center available
  - √ Additional tutoring hours available on demand
  - √ Offering of more subsidiary level courses in Maths and English for student below the PET threshold

- 12 proper target top schools in Lima
- 5 in the rest of the country
- Schools extremely protective of student data
- Students are the best of the country: heavy competition with other universities
- Products can be counter intuitive and difficult to explain (sell closure takes place in face to face meeting with parents)

- A Day at USIL
- Lectures and Workshops in schools
- Public events with visiting partners
- Graduations
- Internal recruitment at USIL
- Social Media
- Consulting Committee?

- Perpetual strengthening of CGE alliances
- Emulating partner's student life and other out of classroom variables
- Buffering cultural differences between CGE's personnel and Peruvian platform
- Recruitment and financial health: sweet spot
  - √ Narrow door = less revenue, better reputation in target schools
  - √ Broad door = less retention, high maintenance cost (student help), reputation cost



THANK YOU

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