

MBA at Universidad de Santiago de Chile consolidates its position in Latin America

USACH MBA gets prominently
from 160 MBA programs in Latin America

The Master of Business Administration (MBA) from Universidad de Santiago de Chile was ranked again among the top business programs in Latin America. At the regional level, there are currently more than 160 graduate programs in this area. **In the edition 2016, published by the magazine "America Economia" MBA USACH obtained position 21 of a total of 41 Business Schools (Faculties of Economics and Business).**

Francisco Castañeda, Director of the MBA notes that holding an outstanding position in the ranking of the best MBA programs in the region is a great academic effort and coordination, both with a strategic approach. This includes and it is pertinent for the entire academic community. Among the factors that directly affect this classification is the availability of international accreditation (by the Faculty) and memberships, as well as the production of ISI papers (relevant to the business area) by academics who are assigned to different Business Schools.

However, Castañeda said that the overall ranking has deficiencies that must be corrected for next ranking in 2017 in order to better capture the intellectual and cultural diversity as well as the analytical spirit of these masters.

Although MBAs programs are of a more professional nature, stricter academic indicators in traditional academic terms are still present in this ranking.

In the case of international agreements, there are various European Schools of Business (University of Applied Sciences and Grand Ecoles) in the German and French speaking world, which have respective state and international accreditations, which have applied in the field of business approach and which are not fully considered in such rankings. Castañeda also notes that "these agreements, by their nature, will not imply an increase in the fees paid by students of these Masters". In fact, we already have students participating in both directions, with double MBA degree (Austria, France and Germany). In addition, we have a steady flow of foreign students from Latin America accentuating and powering this cultural mix.

Contemporary business issues also become less mono-disciplinary. This ranges from large companies to micro-firms. From the non-governmental social sphere (which requires management) to companies that need a high level of competitiveness. This ranges from business economic approaches to various analyzes in terms of sociology, psychology and engineering itself. Only to evaluate the production of strictly disciplinary papers, and not to extend this approach to inter-disciplinary currents (papers ISI not circulating in the "mainstream") implies that the tremendous cultural, economic and social diversity of a region as Latin America is not recognized.

Castañeda, finally concludes that among the actions being developed as MBA program are the creation of various scholarships (aimed at social level), the incorporation of new teachers with varied managerial experience in multinational companies, the effective integration of our students in double degrees and summer schools in Europe, the opening of an English course to complement and enhance skills in this language, as well as the consolidation of the Advisory Board and an Alumni Association. Different agreements have been signed with FUDEA (Foundation Alumni and Friends, USACH), the Schools of Public Administrators, and we have recently narrowed our relationship with Universidad Privada Boliviana (UPB) who is one of our strategic partners in the region.