



**UP**  
es diferente

Buenos Aires | Argentina

**UP**  
Universidad  
de Palermo

**UNIVERSIDAD  
DE PALERMO  
IS DIFFERENT.**

# WELCOME TO UNIVERSIDAD DE PALERMO



► **Welcome to  
Universidad de Palermo.**

We live in an era full of challenges, where the only constant is the need to permanently adapt and innovate in an increasingly complex and competitive professional world. In this context it is a pleasure to welcome you to Universidad de Palermo.

Today more than ever, UP is the ideal place to develop your potential. It is an environment where ideas take center stage, where knowledge is created, where everything is possible. Our professors are focused on each student. Palermo is a thinking community, in which generating knowledge is much more than a dream: it is our everyday goal.

The learning process goes beyond the classes and does not end in the classrooms. More than one thousand events, seminars and conferences are held yearly at the University making the time spent studying here a fulfilling experience. Learning from presidential candidates, members of the Supreme Court of Justice, world-class designers, CEO's of great companies and even Nobel Prizes recipients, makes the education received much more than just academic.

Universidad de Palermo is committed to the economic, social and cultural development of Argentina and Latin America. The training provided gives our alumni the tools and motivation to create ventures and improve our society in each of their disciplines. Our constant commitment to research means that, through creating and

transferring knowledge, we are continuously working to meet the needs of the region.

With an urban campus located in the heart of Buenos Aires, UP is in one of the most vibrant and culturally rich cities in the continent. The diversity of nationalities, experiences and interests of our students is stimulating and enriching at the same time. Studying at Universidad de Palermo is a unique experience.

We invite you to join us.

**Ricardo Popovsky**  
President, Universidad de Palermo.

# BUENOS AIRES



► Buenos Aires is the capital of Argentina. It has approximately 3 million inhabitants (almost 12 million considering Gran Buenos Aires), mild weather, with few months of intense heat or cold, which allows walking and getting to know the city anytime of the year.

Buenos Aires is an international business center, with a variety of national and international companies. The city is characterized by its innova-

tion and trend rhythm. A beacon of design for Latin America, Buenos Aires is the ideal place to begin your professional career.

UP is located in Palermo's neighborhood, where most of the recent commercial ventures are located. Buenos Aires is also the Tango capital of the world as well as the birthplace for many world known writers. Jorge Luis Borges, one of the most outstanding writers of the

Twentieth Century shaped his works in the never-failing cultural and creative surrounding of the city. Astor Piazzolla and Carlos Gardel arose from Buenos Aires to be known around the world.

The activity in the city is constant with lively streets day and night, even during working days. Buenos Aires's nightlife begins right after midnight and goes on until dawn.

The cultural offer is vast: restaurants, theaters, movie theaters, museums, outdoor activities, cafes and sporting events represent a wide spectrum of entertainment for everyone.

# UP IN NUMBERS



**12,714** students

**2,415** international students

**51** countries represented

**1,334** faculty members

**29.000** m<sup>2</sup>

**23** academic publications

**69** undergraduate and graduate programs

Executive and in-company programs

**45,600** books in our library

**400** agreements with national and international companies





**LEADERSHIP**

**CREATIVITY**

**DIVERSITY**

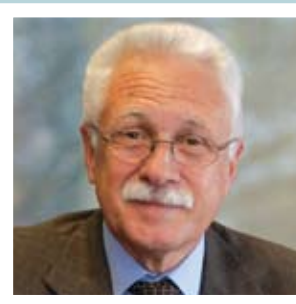
**VANGUARD**

**DEVELOPMENT**



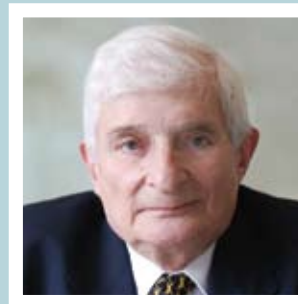
**Dean Elsa Zingman**  
SCHOOL OF SOCIAL SCIENCES

“Our school is known for its innovative curriculum, its interdisciplinary approach and a strong interaction between students and professors, that begins from the first day of classes, strengthened by the small size of the classes and the tutorial system. However, what really sets this school apart are our students: creative and dynamic, motivated to enter the world of humanities and social sciences in a different manner, updated with the most advanced pedagogical techniques. Teamwork, as well as debates, forums and professional practice activities during their studies, shape a different way of studying and learning”.



**Dean Carlos Salaberry**  
SCHOOL OF ARCHITECTURE

“Studying Architecture at UP is to think about the future. We have put into practice an innovative curriculum that puts emphasis on design, creativity as well as the contribution of a technology that is continually renewing itself, getting our alumni ready to work in a constantly changing professional arena. At UP we teach to design, build and manage architecture for an increasingly globalized world”.



**Dean Esteban Di Tada**  
SCHOOL OF ENGINEERING

“Nowadays, technological innovation is a key condition for competitiveness. However this is not a linear process but a system of interactions among different functions and different actors whose experience and know-how are mutually reinforced. In this context, our school uses the available tools to promote our students ability to innovate”.





■■  
**Dean Oscar Echevarría**  
SCHOOL OF DESIGN  
AND COMMUNICATION

“The dynamic classes, applied technology, extensive range of options available to students daily, the seminars developed by outstanding professionals from various parts of the world, have turned our School in the center for design in this region”.



■■  
**Dean Gabriel Foglia**  
SCHOOL OF BUSINESS

“Our School encourages and supports research applied to the world of business. We believe that the incentive to do research is crucial. It allows us to be at a leading position in areas such as Marketing, Management, Finance, Operations and Human Resources. Having professor-researchers also allows us to align our curriculum with the latest developments in business. Finally, applied research gives us the possibility of creating a closer link between the University and the business world”.



■■  
**Dean Roberto Saba**  
SCHOOL OF LAW

“Law is a dynamic discipline, which is transformed with every technological discovery, with the emergence of new problems and challenges that societies face, with the recognition of new rights and the ongoing development of human and institutional relations in an increasingly interconnected world. Studying Law at Palermo is learning to think like a lawyer, to incorporate information, but also to be prepared to adapt and perform professionally in a future where the rules and practices may change, but the way of thinking and addressing new problems and challenges remain valid”.

# GLOBAL REACH

UP's community is made up of students from more than 50 different countries. Argentine and international students share classes and debate ideas every day, attaining a cultural integration that goes beyond borders and geographic boundaries.



## INTERNATIONAL RELATIONS\*:

- Harvard University
- Yale University
- Columbia University
- New York University
- College of William & Mary
- Purdue University
- Université Paris Dauphine
- Politécnico de Milán
- Universidad de Barcelona
- UNESCO
- AACSB (Association to Advance Collegiate Schools of Business) member
- ISEP (International Student Exchange Programs) member
- RIBA (Royal Institute of British Architects) accredited
- And others.

\* The academic agreements vary depending on the University. They go from students and professor exchange or visits, to joint research projects and faculty training.



**INTERNATIONAL STUDENTS FROM:**

- Angola
- Argentine
- Australia
- Austria
- Belgium
- Bolivia
- Brazil
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Denmark
- Dominican Republic
- Ecuador
- El Salvador
- Finland
- France
- Germany
- Greece
- Guatemala
- Equatorial Guinea
- Iceland
- Ireland
- Israel
- Italy
- Japan
- Mexico
- Netherlands
- New Zealand
- Nicaragua
- Norway
- Panama
- Paraguay
- Peru
- Poland
- Portugal
- Puerto Rico
- Russia
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Turkey
- Ukraine
- United Kingdom
- United States
- Uruguay
- Venezuela

**STUDY,  
RESEARCH,  
GROW. IN SEARCH  
OF KNOWLEDGE  
AND INNOVATION.**

# PROFESSIONAL DEVELOPMENT AND CORPORATE RELATIONS



## THE UNIVERSITY AND THE CORPORATE WORLD

Universidad de Palermo promotes and maintains a close relationship with over 400 institutions and actors in the business field, in various disciplines, locally and internationally. Thus, it endorses an efficient job insertion of students and alumni. **The Department of Corporate Relations** promotes agreements and strategic alliances as well as in company and custom-made training programs.

## CAREER MANAGEMENT

Career Management serves as a link between companies and students and alumni, assisting them in the process of professional development. It provides access to specific job requests of leading companies and organizes the Business Fair annually.

Human Resources executives provide workshops and seminars on professional skills, and students can participate in mock interviews, where they strengthen their profile to enter the labor market.

## SOME OF THE COMPANIES THAT RECRUIT IN UP:

- 3M
- Abbott
- AC Nielsen
- Accenture
- América TV
- Banco Santander
- Bolsa de Comercio de Buenos Aires
- Cargill
- Carrefour
- Chevron
- Clarín
- Colgate Palmolive
- Deloitte
- Deremate.com
- Edelman
- Ernst & Young
- Falabella
- Fox Latin American Channels
- HSBC
- IBM
- Kimberly Clark
- Kodak
- KPMG
- Molinos
- Movistar
- MTV Networks
- Nextel
- Nobleza Piccardo
- Ogilvy
- Philips
- Prudential
- Repsol YPF
- Reuters
- Sheraton
- Siemens
- Sony
- Standard Bank
- Starbucks
- Telmex
- The Walt Disney Company
- And others.



# DEGREES AND PROGRAMS

## SCHOOL OF ARCHITECTURE

### Undergraduate Program:

- Architecture

## SCHOOL OF LAW

### Undergraduate Program:

- Law (Juris Doctor equivalent)

### Graduate Programs:

- Master of Law. Options:
  - Criminal Law
  - Administrative Law
  - Labor Law
  - Constitutional Law and Human Rights
  - Business Law
- Master of Law and Business

## SCHOOL OF DESIGN AND COMMUNICATION

### Undergraduate Programs:

- Graphic Design
- Multimedia Design
- Fashion Design
- Fashion Production
- Interior Design
- Industrial Design
- Packaging Design
- Editorial Design
- Design Information
- Comics Design
- Furniture Design
- Costumes Design
- Scenery
- e-Design
- Events Planning
- Advertising
- Public Relations
- Art Direction
- Theater Direction
- Show Design
- Film and TV
- Photography
- Screenplay

### Graduate Program:

- Master of Design

## SCHOOL OF SOCIAL SCIENCES

### Undergraduate Programs:

- Art History
- Psychology
- Political Science
- International Relations
- Individualized Studies
- Education
- Journalism

### Graduate Programs:

- Master in Psychology and Health
- Ph.D in Psychology
- Master in Higher Education
- Ph.D in Higher Education

## SCHOOL OF ENGINEERING

### Undergraduate Programs:

- Computer Science
- Networks and Data Communication
- Management and Systems
- Industrial Engineering
- Informatics
- Industrial Informatics

### Graduate Programs:

- Master in Information Technology
- Digital TV

## SCHOOL OF BUSINESS

### Undergraduate Programs:

- Accounting
- Business Administration
- Economics and Finance
- Entertainment and Media
- Hospitality Management
- Human Resources
- International Business
- Management
- Tourism

### Graduate School of Business

- MBA: Master in Business. Options:
  - MBA in Strategic Management
  - MBA in Finance
  - MBA in Human Resources
  - MBA in Marketing
  - MBA in Information Systems
  - MBA in Operations Management
  - MBA in Hotel Management
  - MBA in Media and Entertainment
  - MBA in Healthcare Management
  - MBA in International Business
  - MBA in Communication and Advertising



# KNOWLEDGE CREATION



## SCHOOL OF SOCIAL SCIENCES

### **CENTER FOR PSYCHOLOGY RESEARCH**

A national and regional reference in the Psychology field. The Center annually organizes the Ibero-American Positive Psychology's Meeting, publishes the magazines UPPsi and Psicodebate: Psychology, Culture and Society where research is shown.

## SCHOOL OF ENGINEERING

The School regularly publishes the UP Engineering magazine and edits the Colección C&T (Science and Technology), where professors and prestigious guest authors show their research.

### **ARTIFICIAL INTELLIGENCE: AI GROUP**

Applies project technology that generate new software and hardware applying soft computing technologies, artificial intelligence, nanotechnology, web intelligent browser, self adaptive fitness for genetic clustering, software engineering, business intelligence and fast face recognition are some of the areas that are being researched.



## SCHOOL OF LAW

### LEGAL MAGAZINE

The Legal Magazine is a half yearly publication with an Editorial Board formed by students and faculty. Its relevance and international reputation attracts prestigious authors, being selection process of articles highly competitive.

### YALE LIBRARY'S COLLECTION OF LEGAL STUDIES

Universidad de Palermo, Yale Law School and Editorial Gedisa publish the Yale Library's Collection of Legal Studies with research on issues of concern to lawyers nowadays. The aim of this collection is to contribute reflection on legal problems in the cultural, social and political areas.

### SELA PUBLICATIONS

Yale Law School, Universidad de Palermo and other Latin American and Spanish universities annually organize the Constitutional and Democratic Theory Seminar in Latin American (SELA in Spanish).

## SCHOOL OF ARCHITECTURE

The School has developed several publication and research projects with prestigious international institutions, among those are:

**Buenos Aires natural + artificial.** Nature and city. The metropolitan urban park and Buenos Aires's ecological reserve. UP and Harvard University.

**Buenos Aires Metrópolis.** Architecture, infrastructure and urban project issues. The new metropolitan public space and hubs of infrastructure. Retiro, by UP and Harvard University.

**Proyecto archipiélagos-manual de la periferia de Buenos Aires,** by UP and Swiss Federal Institute of Technology, Zurich.

## SCHOOL OF BUSINESS

### CENTER FOR BUSINESS RESEARCH AND STUDIES

The center conducts academic research applied to the current world of business: Analysis of the Stock Market, Investment Alternatives and Report of the Financial System. The faculty regularly publishes their research, papers and opinion pieces.

It regularly edits **Palermo Business Review**, which deals with issues such as the diffusion of new technologies, structural considerations in different industries and a demand estimate for new products, among others.

### CENTER FOR EXPORTS DEVELOPMENT STUDIES (CEDEX IN SPANISH)

Cedex is today a national and regional landmark in international business training, global entrepreneurship and internationalization of small and medium companies. It is currently a member and headquarters for the International Association of Trade Training Organizations (IATTO), an entity that since 1971 brings together the main export institutes, development entities and center of international business studies at prestigious universities in the world.

### ENTERTAINMENT AND MEDIA LAB

With the aim of providing quantitative and qualitative information on the dynamic media and entertainment industry, the center researches the evolution and development in the world of different sectors that make up the cultural industries: recording, publishing, film, television, videogames, Internet, applied new technologies, branded events and sponsoring among others.





## SCHOOL OF DESIGN AND COMMUNICATION

The School of Design and Communication is one of Latin America's most active schools in terms of volume and quality of its publications. It sets trends through a continuous production of academic papers, which appear from recording a large amount of work done by students and professors.

### FASHION IN PALERMO, LOOKS, IMAGES AND POSTERS

Reflect the creativity and the avant-garde creations of the members of UP's design community.

### DESIGN MEETINGS

Are organized each year around the theme of the Latin American Design Meeting, held at Universidad de Palermo.

### ACADEMIC REFLECTION ON DESIGN AND PRODUCTION

This publication brings together the papers, abstracts and summaries that analyze experiences and perform theoretical and methodological proposals on higher education, creation and research, issues of professional practice and the theoretical and curricular updates of design disciplines.

### STUDIES CENTER'S NOTEBOOKS (ESSAYS + TRENDS)

It is a periodical publication that brings together essays and studies on trends, professional issues, technologies and epistemological approach in the fields of Design and Communication.



# STUDENT LIFE



## SPORTS AND SOCIAL ACTIVITIES

The Sports and Social Activities Department integrate the University's community through sports events and outdoor recreation. Students can participate in activities such as training in various disciplines, becoming a member of the team and competing at a college level. There are also soccer, volleyball, paddle, tennis, field hockey and basketball tournaments.

The University organizes The UP's Marathon with its 4K and 10K versions, with more than 3,000 runners.

At the end of each year the Sports Party takes place, where the best athletes in each discipline are chosen. Among these the athlete of the year is selected.



### CONVENTIONS, SEMINARS AND CONFERENCES

Outstanding professionals in the national and international business, cultural, political and academic field partake in the over one thousand annual events organized by the University. Students actively participate, enriching their education, links and exchange with the leaders of each discipline.



### LIBRARY

Recognized as one of the most complete and modern in the Argentine university system, the library is the heart of the University's academic activities. Its collection can be directly accessed through the online catalog and the open shelves system



# BUILDINGS AND LOCATIONS

## PALERMO'S BUILDINGS

- Mario Bravo 1050**
  - School of Design and Communication
  - School of Law
  - School of Engineering
  - Library
- Cabrera 3507**
  - Administration and documentation

## ABASTO'S BUILDINGS

- Mario Bravo 1259**
  - School of Social Sciences
- Mario Bravo 1302**
  - Laboratories and classrooms
- Jean Jaurès 932/6**
  - School of Architecture
  - School of Design and Communication
- Ecuador 931**
  - School of Design and Communication

## BARRIO NORTE'S BUILDINGS

- Larrea 1079 (30 feet from Santa Fe Avenue)**
  - School of Business

## CATALINA'S BUILDINGS

- Av. Madero 942 - 8<sup>th</sup> floor**
  - Graduate School of Business

## SPORT CENTER

- Club de Amigos

## OFFICES OF ADMISSION AND REGISTRATION

- Av. Córdoba 3501
- Av. Santa Fe
- Alto Palermo Shopping Mall



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The degrees, programs and professors described in this brochure are indicative. The University reserves the right to modify course scheduling and its academic programs offering.





**Office of Admission and Registration:**

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