

GLOBAL CLASSROOM

Courses taught in English
Course Catalogue SCL
2-2017



Universidad del Desarrollo
Dirección de Relaciones Internacionales



OTHER DISCIPLINES (OD) COURSES - BASIC

Course Catalogue SCL
2-2017

CHILEAN CULTURE

Other Disciplines (OD) Courses - Basic

Course Code: RIO145



ABOUT THE COURSE

The course "Chilean Culture" has the intention to help students explore different cultural and historical issues in order to gain a better understanding of concepts and dynamics that make Chilean society and culture function. It also remarks different geographical/ social features to convey the greatness of unique aspects of the country.

In order to achieve this goal, the course is structured in three units: Everyday life & customs; Historical events & business; Archeology, Art & People's expression. Students will be encouraged to participate in class, to read, to research, to view documentaries / films and to discuss selected material dealing with past and current topics, attitudes and perceptions prevalent in some parts of the country. Students will be encouraged to build and express a personal well-documented opinion on the subject matter.

SCHEDULE

TUESDAY: H4 (13:00 - 14:20)

THURSDAY: H4 (13:00 - 14:20)

ALFONSO CORTÉS

Professor Alfonso Cortés, MA in Educational Instructional Leadership at University of Alabama, USA, is also certified from Catholic University of Valparaíso - Chile (UCV) as Spanish Teacher and Bachelor in Linguistics and Literature. He is a bilingual scholar with a vast diversity, teaching experience at different private national and international educational settings. He has completed his professional academic and cultural career engaging numerous courses, attending congresses, and actively participating in different workshops concerning Computer Tech skills, effective oral and written communications; acting, competencies, skills and strategies for the working environment; globalization and professional ethics among others. In his expertise and teaching practice he gives special emphasis in applying methodologies and strategies in order to pursue the students' achievement to meet tomorrow's challenges. In addition, he has published a book on Chinese poetry and translated textbooks regarding Spanish as a Second Language.

IMMIGRATION: DREAMS AND CONFLICTS ACROSS BORDERS

Other Disciplines (OD) Courses - Basic

Course Code: RIO167



ABOUT THE COURSE

Immigration has become one of the main topics within politics, international relationships and history itself. Elections in the United States and in France, plus the Brexit have drastically changed the global picture of immigration. Chile has not been immune to these changes. Today, we walk around the streets of our country and see people who look and talk differently: in the corner where you used to find the classic empanada chilena now you can also get arepas and patacones. Given these noticeable changes in our city this course explores the immigration phenomenon in order to analyze and understand the current social and political debate.

The role immigrants play in our society is influenced by what the media, politics and literature portray. Through the effects of these images is that we have constructed our own idea about immigration. This course will review these images and hopefully, we will find more critical and complex notions about the immigration process. We will travel to the colonial period to find some of the roots of the phenomenon, then we will untangle some of the stereotypes that gave life to laws and ideas about certain groups of immigrants around the world. We will discuss the events of 9/11 and how this historical event changed the debate about immigration, adding the concept of terrorism into the discussion. Overall the class is destined to be a space where we can all rethink and understand new perspectives and logics of the immigration phenomenon.

SCHEDULE

TUESDAY: H4 (13:00 - 14:20)

THURSDAY: H4 (13:00 - 14:20)

XIMENA VIAL

Ximena is a historian and museum anthropologist that has recently worked in the Historical Memory Project at the City University of New York and at the Guggenheim Museum of NYC.

Ximena is a Fulbright scholar, she earned her Master's degree in Museum Anthropology at Columbia University and her baccalaureate at Pontificia Universidad Católica de Chile. Her research areas include the construction of national narratives through national museums, memory and silence related to human rights in Latin America and has used oral history as a medium to explore collective and private memory. Her research experience includes M.A thesis 'The Silences Shaping the Memory of the Mapuche in the Historical National Museum of Chile'. She is also the author of the ongoing project Nemesio Antúnez Oral Biography with Taller 99.

Originally from Santiago, Chile, Ximena has lived in El Salvador, Ecuador, Colombia, Brazil and the United States and speaks English and Spanish. She currently resides in Santiago, Chile with her husband.

UNDERSTANDING JAPAN: HISTORY, CULTURE AND SOCIETY

Other Disciplines (OD) Courses - Basic

Course Code: RIO152



ABOUT THE COURSE

Japan is a country that, despite its relevance as a world power and even the amount of followers of its popular culture, is still unknown for most Chileans. Considering this significance, a thorough knowledge of Japanese culture and society could be an asset for future generations, who will have to face the demands that an interconnected and globalized world requires. In this regard, this course intends to provide the students with the abilities to understand and research about other cultures in general, and about Japan, in particular, fostering an active and rich dialogue between Chile and Japan for the future.

For this purpose, this course will focus on the main historical processes, cultural patterns and artistic expressions, and on contemporary Japanese society, so as the students can develop analytical tools to understand how this country faces the 21st century, and its performance in the Asia Pacific region.

SCHEDULE

TUESDAY: H4 (13:00 - 14:20)

THURSDAY: H4 (13:00 - 14:20)

ISABEL CABAÑA

Professor of Japanese studies
MA in International Relations,
Ritsumeikan University; BA in History,
University of Chile

Isabel Cabaña is specialized in Japanese studies, and has worked as a professor and researcher in several institutions since 2009. In 2011, she was awarded the Japanese government scholarship to pursue postgraduate studies in Kyoto, Japan. She has presented her work in international conferences in Chile, Argentina, England and Brazil. She is also the founder of the online project Chileasiatico, a platform to share information about Asian cultures to Chileans. Isabel teaches at Universidad del Desarrollo since 2015, in courses related to International Relations and Asia.

OTHER DISCIPLINES (OD) COURSES - MINOR

Course Catalogue SCL
2-2017

GLOBALIZATION AND ITS IMPACT

Minor in Political Science

Course Code: LOD185I



ABOUT THE COURSE

This course is design to help prepare students for thinking globally. The aim of this course is to provide students with an opportunity to discuss diverse theories and practices of globalization. The course considers the theoretical and practical sources that underpin various contemporary debates on globalization, for example, free trade versus fair trade, democracy versus capitalism, technological revolution versus ecological risk, the state versus civil society and national liberation versus cosmopolitanism.

Not only will this course demonstrate the global dimensions of several crucial contemporary issues, including the problem of global conflict, the global environment, and health and population concerns, it also will underline the necessity of an interdisciplinary approach to understanding these issues. Scientific questions have political, social, economic, and ethical dimensions. Similarly, economic matters are inextricably linked with their cultural, psychological, political, technological, geopolitical, and moral aspects. The concerns of what can be called the global challenge demonstrate the relational thinking students will be called upon to exercise in other academic contexts, and throughout the rest of their personal and professional lives.

SCHEDULE

MONDAY: H4 (13:00 - 14:20)

WEDNESDAY: H4 (13:00 - 14:20)

ALFONSO CORTÉS

Professor Alfonso Cortés, MA in Educational Instructional Leadership at University of Alabama, USA, is also certified from Catholic University of Valparaíso - Chile (UCV) as Spanish Teacher and Bachelor in Linguistics and Literature. He is a bilingual scholar with a vast diversity, teaching experience at different private national and international educational settings. He has completed his professional academic and cultural career engaging numerous courses, attending congresses, and actively participating in different workshops concerning Computer Tech skills, effective oral and written communications: acting, competencies, skills and strategies for the working environment: globalization and professional ethics among others. In his expertise and teaching practice he gives special emphasis in applying methodologies and strategies in order to pursue the students' achievement to meet tomorrow's challenges. In addition, he has published a book on Chinese poetry and translated textbooks regarding Spanish as a Second Language.

SURFING THE DATA WAVE, FROM HOMER TO GOOGLE

Minor in Humanities

Course Code: LI0351M



ABOUT THE COURSE

This course sets out to place the digital revolution and its excess of data in a historical context. Although the experience of information overload seems to be specific to our digital age, the phenomenon is not new. Neither are the challenges to organise, store and preserve the (excessive) information available about the world, nor the need to interpret, understand and make sense of the data at our disposal. Previous, centuries-old technological breakthroughs have also unleashed new levels of information exchange and demanded new ways of translating it into meaningful experience. And previous, centuries-old technologies have also claimed to succeed in meeting those challenges. The course aims to re-describe "recent" digital developments - the bit, the database, the search engine, the screen - by placing them alongside its predecessors - the poem, the story, the novel, the book - and thus allow students to gain a broader understanding of the fast changing technological environment in which they will think, create and act.

SCHEDULE

MONDAY: H4 (13:00 - 14:20)

WEDNESDAY: H4 (13:00 - 14:20)

FRANCO PESCE

Industrial Engineer (UC)
MA in Hispanic Studies (UCL)
PhD in Hispanic Studies (Cambridge)

Franco Pesce worked for 7 years in the IT sector, in consulting and sales. He then moved to the UK to pursue postgraduate studies in London and Cambridge, where he wrote a thesis on Roberto Bolaño and Enrique Vila-Matas and their shared interest in the notion of "the literary". While in Cambridge he taught Hispanic literature and culture at the Faculty of Modern Languages and the Institute of Continuing Education, and wrote his first novel, *Diario de la renuncia* (Santiago: Chancacazo, 2016). He is currently researching recent "traditional" writing and its resistance to the challenges posed by the digital revolution and the new media. His other interests include: businesses' need to comprehend the cultural impact of digital technologies; the notion of literature, the practice of literary writing, and its relation to psychoanalysis; and the teaching of creative and academic writing.

TECH VENTURES

Minor in Technological Innovation

Course Code: IOD339I



ABOUT THE COURSE

This is an introductory course that explains a broad set of ways to startup a tech company. Students from all backgrounds and studies can take this course, so that they can learn how to build a problem solving company that is scalable by leveraging and using today's technologies. This course is not meant to promote or teach technology as a science, but as a means to improve the way we do business. To help stimulate creative ways and build solutions as a student or ultimately as an entrepreneur.

Each class will have a general overview of a topic, and through class discussions we'll explore how you can use these to build a company. Startups need their teams to be connected with technology evermore so, and not just through your smartphones. The world is changing and the future is already here, this course will show you a glimpse of what is possible so that you don't stay in the past.

SCHEDULE

MONDAY: H4 (13:00 - 14:20)

WEDNESDAY: H4 (13:00 - 14:20)

DIEGO MORALES

Diego has worked in the tech and startup world for the last 6 years. He was the Sales & Marketing VP at Prey, where he oversaw marketing and sales for one of the most innovative and fast growing Chilean startups. He then moved to Start-Up Chile to lead the marketing team. Afterwards, he founded Bamboo Hack, a growth hacking agency, where he works shoulder to shoulder with startups and medium sized companies to develop and implement digital growth strategies.

Throughout his career, Diego has shown a strong interest and passion for technology, which is the area he currently leads at Edge Cowork. He also teaches a class in Universidad del Desarrollo on digital marketing for startups. He loves sport, considers himself an amateur runner, speaks two languages and has lived in more than 7 countries.

BUSINESS CORE COURSES

Course Catalogue SCL
2-2017

BUSINESS STRATEGY

Business Core Courses

Course Code: EST510, Section 5



ABOUT THE COURSE

Just a few decades ago, the top management of companies could plan specific strategies, implement them in the course of a few years, and not have to worry about having to modify them. The XXI century clearly presents us a very different picture: markets in permanent change, globalization, changes in government policies, emerging technologies, fine change in consumer needs, etc. All of the above has led to the fact the strategic management has become much more difficult and critical in time. The objective of this course is to deliver the appropriate knowledge on the process of strategic management, i.e. how the process and implementation of strategic management unfolds within companies. Concretely, we will center our attention on three major topics.

SCHEDULE

WEDNESDAY: H5 - H6 (14:30 - 17:20)

GERARD PRINS

Professor of Creative and Strategic Development, Innovation

Amsterdam Graphic Academy, Mg. In Strategy, Escuela Militar del Libertador Bernardo O'Higgins / U. Mayor (Santiago de Chile)

Gerard Prins is a tri-lingual, multi-award winning Advertising Creative Director and Master in Strategy with almost 30 years of educational experience in pre- and post-graduate at local and international universities.

He has also been a guiding professor for close to a 100 post-graduate thesis.

Author of 'Imagine the Impossible', a book oriented at teaching strategic, analytical and creative thinking, which includes well over 200 practical tools and techniques addressing topics such as analysis, problem definition, creative thinking, collaborative Ideation and idea selection, evaluation.

Gerard worked for well over 2 decades as a Creative Director at some of the largest international advertising agencies, such as McCann Erickson, Young & Rubicam and direct marketing agency Rapp & Collins, among others, and currently runs a creative-strategic consultancy with clients in Chile, Europe and the US, specializing in multi-lingual content creation and digital.

MARKETING II

Business Core Courses

Course Code: ECM326, Section 5



ABOUT THE COURSE

Advanced Marketing builds on the principles and concepts taught in Marketing I. Students assume a managerial perspective in applying economic principles in marketing, analyzing operations needs, examining distribution and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales. This course also deals with global marketing in that students analyze marketing strategies employed in Chile and abroad.

The purpose of this course is to prepare you for real world marketing challenges described above. This is an advanced course for undergraduate students specializing in Marketing. Taken in the final year, this course serves as a "capstone" course that integrates all concepts and frameworks learned from prior marketing courses. Students will address critical decision issues involved in marketing planning at a strategic level, including segmentation and positioning, product development, new market entry, and management of the marketing budget.

In order to gear you up for the role of a Marketing Manager (a position which many of you are aiming - and likely - to hold within five/six years of graduation), this course provides an experiential learning environment in which you will gain not only an appreciation but also a personal feel for the tasks of strategic marketing planning and decision making. Within this environment, you will learn to become an effective marketing decision maker, one who is capable of minimizing (though not completely removing) much of the uncertainties surrounding marketing decisions through disciplined analysis and prudent judgment. In this course, you do not just read about marketing strategy formulation: you practice it! And you do not just talk strategy recommendation: you execute it (and be accountable for the result of it)!

SCHEDULE

WEDNESDAY: H7 - H8 (17:25 - 20:10)

MAGDALENA CARMONA

Magdalena Carmona-Szafranska (Ph.D.), MA in International Law, MA in Administration, Associate Researcher on the Catholic University in Lisbon. Performed management positions for international companies, being responsible for market expansion in several countries. Magdalena has provided advice and professional support in implementation of strategies related to creation, expansion and restructuring businesses: performance improvement: support management for international companies from different sectors (transport, renewable energy, waste treatment, food, insurance, banking, mining). Almost 15 years of experience in an international environment (Poland, Ukraine, Kazakhstan, Romania, Portugal, Spain, Chile), coordination and managing multinational and multifunctional teams. In Chile she used to work as a consultant for Norwegian Chamber of Commerce and PwC. Recently she is developing projects related to the business growth strategies and commercial due-diligence, sales transformation and customer strategy design.

Magdalena is addicted to challenges of moving her home around the world what offers, in her opinion, a unique and thrilling experience of being submerged in different cultures and getting to know them thoroughly.

She speaks Polish, Russian, English, German, Portuguese and Spanish. Privately, fun of jazz and Italian/Spanish food. Affectionate to crossfit and swimming.

PEOPLE MANAGEMENT II

Business Core Courses

Course Code: ECH416, Section 5



ABOUT THE COURSE

In today's world, it is impossible for any organization - no matter how big or small - to stay still. This course is designed to provide students with a variety of perspectives on Organizational Development and People Management which students will apply in group work, individual projects, and class discussions, in order to develop a better understanding of the theoretical models they have been presented, as well as in order to analyze the organizations that they research. By the end of this course the students will be able to use their knowledge of the burdens, challenges, techniques, and successes of developing and changing organizations as future managers and consultants.

SCHEDULE

MONDAY: H7 - H8 (17:25 - 20:10)

DANIEL SAN MARTIN

Daniel has a Business Administration and Economics major from Pontificia Universidad Católica de Chile, as well as a minor in Sociology. He has dedicated his professional life to transform organizations, including the design of strategies, the optimization of processes, team development, and mainly the intervention in corporate culture. He started his career working in NGOs with operations in 18 countries. Later on, he worked almost 5 years in LATAM Airlines, the biggest Airline of Latin America. Working for this company, he moved to Brazil as an expatriated executive where he led the merger process of International Operations of LAN and TAM, project that engaged 1000+ people working in 23 different cities in 4 continents, with a budget of US\$ 128 M. Subsequent to concluding this project, Daniel completed an MBA degree at University of Cambridge. He was later consultant of Dev Equity (American Investment Fund), and several other organizations.

Daniel is a passionate writer, and he will soon finish his first book. He also loves to travel, and has visited about 55 countries in the last 7 years. Daniel has lived in 4+ countries, speaks English, Spanish, and Portuguese and currently is learning French.

BUSINESS ELECTIVE COURSES

Course Catalogue SCL
2-2017

ARTIFICIAL INTELLIGENCE IN A HUMAN WORLD

Business Elective Courses

Course Code: RIC167



ABOUT THE COURSE

Computer and communications technology has advanced at an accelerated pace in the past decades, reaching a power level that enables us to solve very complex problems. For example many of the press articles you read today are not written by humans, but by machines. And they are not good enough, they are perfect. Computers beat the big chess champions in the blink of an eye. Amazon knows with great precision what you want, Siri and Alexa talk back to you as humans and do what you request. The best part is that they improve their response as they interact with you, understanding your speech and meaning better and better.

Underlying many of these developments is Artificial Intelligence (AI), a discipline that applies hard mathematical tools and computer science elements, such as statistical learning, bayesian decision processes, logic inference, heuristics, etc. to solving problems and representing knowledge.

Computers are very good performing repetitive simple tasks, and can be programmed to solve complex tasks using AI techniques. However many issues remain to be answered. We humans often make decisions based on intuition, that is we do not know why, and we base those decisions on values, ethics and moral. How can we bring those issues into computer algorithms to build a more human intelligence? For example, we could ask whether your robot might someday cook your cat.

It is obvious that much of the work done by humans today will be done by machines using Artificial Intelligence in the future.

We will discuss a few basic AI techniques such as knowledge representation, problem solving, heuristics, learning, neural networks and genetic algorithms. We will explore applications of AI and its limitations. We will work on a (very) simple application project during the semester using tools available in the Internet.

SCHEDULE

THURSDAY: H6 - H7 (16:00 - 18:45)

SERGIO MUJICA

Ph.D. Henry Samueli School of Engineering and Applied Science University of California, Los Angeles UCLA.

Sergio is a founder of the Chilean Society of Computer Science (SCCC), a member of the Institute of Electrical and Electronic Engineers and has served as Vicepresident of the Latin American and Caribbean Consortium of Engineering institutions (LACCEI). He is a well known speaker and is recognized as an ICT expert and consultant for industry

He made seminal contributions to the creation of the first academic programs in Computer Science in Chile and was part of the team that made the first public email in Chile.

During his tenure at the Collaborative System Lab at UCLA, he developed technology for building collaborative systems, including design methodology and distributed system theory. His work was supported by grants from Hughes Aircraft, TRW, AT&T, SUN Microsystems, UNISYS, NCR, and the California MICRO program.

He recently founded the School of Engineering at Universidad Finis Terrae, beginning with programs in industrial and informatics engineering, using active methodologies based on projects that integrate two or more courses, personalized work with students and psychopedagogical support. He also served as a member of top level committees at that university.

His areas of main interest are engineering education, scientific and technological development, social networks and computer systems security.

BRAND LEADERSHIP

Business Elective Courses

Course Code: RIC165



ABOUT THE COURSE

Which came first, a product or its brand? In this Brand overview course, you will learn how to define and build a strong brand identity, a superior brand experience, and lasting brand loyalty to most importantly drive Brand Value. You will be able to launch and differentiate your brand in a marketplace, evolve and maintain differentiation and competitive advantage, and command higher pricing/market share/profitability.

This course is interdisciplinary with strong focus on Brand Leadership setting a firm's direction, strategy, and tactics. Content for the class will thus bridge Marketing, Financial and Management disciplines to explore Brand Leadership as a driving force in company organization, product and service creation, and customer interaction.

A company's brands are key strategic and financial assets. This elective is dynamic, and balances branding theory with practice. Expect interactive lectures and discussions with literature, case studies, exercises, and lots of group and partner activities. All material presented in English.

SCHEDULE

MONDAY: H1 - H2 (08:30 - 11:20)

VIK MURTY

Vik is currently a marketing consultant, co-founder of group7foods in the United States, and is an award-winning professor here at UDD. His passions are well represented in his classes: all things food, travelling, and photography.

Vik has launched products for and served as key spokesperson for a variety of cutting edge consumer technology brands including DIRECTV, Mitsubishi, and Samsung. His obsession for understanding consumer buying behavior led him to join and grow the online shopping tech company Channel Intelligence, which after key product launches was successfully sold to Google. His proven storytelling methodology permeates all of his consulting and classes with uniquely developed applications in brand marketing, new product launch, and effective persuasion.

Vik's travels have taken him all over the world to over 45 countries with experience working in Asia, Europe, and the Americas. He has lived in a variety of metropolitan locations throughout the US, and growing up spent extensive time in Germany, India and Australia. He now lives with his wife and daughter in Chile spending time in Concepcion and Santiago.

CORPORATE GOVERNANCE

Business Elective Courses

Course Code: RIC159



ABOUT THE COURSE

The course is intended to give students an understanding of the role and relevance of corporate governance for businesses and the economy. It will give them the opportunity to contrast and evaluate alternative corporate governance regimes, considering both their strengths and weaknesses.

The course aims to provide a comprehensive coverage of the main issues in corporate governance, both at a national and international level. The module will give students the opportunity to reflect about the way in which businesses make decisions and how different stakeholders interact while doing so. Contents will consider theoretical and empirical findings in the area. Students will develop a critical point of view about corporate governance agenda. The course will consider, as well, strategic implications for companies in assuming a specific regime.

SCHEDULE

MONDAY: H7 - H8 (17:25 - 20:10)

MANUEL IBÁÑEZ

MSc Corporate Strategy & Governance,
University of Nottingham; Business
Administrator, Pontificia Universidad
Católica de Chile

Manuel Ibáñez has ample working experience in both for-profit and non-profit organizations. His areas of interest are corporate governance, the use of technology in organizations, business ethics and the role of the business school. He is co-author of the e-book 'Ideas from the UK', where he contributed with his viewpoints regarding the prevention of private benefits of control in public companies. He has also participated in initiatives for enhancing governance standards on the non-profit sector. He currently works as Commercial Manager at Kunder and is a lecturer of the course 'Corporate Governance' within the Business School. He was recently awarded by the UDD as 'Best Teacher of English Courses,' chosen by his students for his outstanding performance during 2016.

CREATIVITY AND INNOVATION MANAGEMENT

Business Elective Courses

Course Code: RIC152



ABOUT THE COURSE

We can predict success depending on how well we adapt to and take advantage of change. So how do we adapt well and fast? Einstein had an answer: "you can't solve a problem with the same mindset that created it". Therefore, we need to reconnect our complete brain and start waking up the natural creativity that lies inside us. In this course, we will also learn new tools to rethink business models in order to match people real needs, understanding that human centered design is the best chance to succeed in the marketplace. In the age of community and engagement, Innovation requires and holistic outlook and for that the ability to work in a multidisciplinary and collaborative way has never been more crucial.

Key learning: wakening up creativity, human centered design, holistic outlook, teamwork, collective intelligence.

SCHEDULE

TUESDAY: H5 - H6 (14:30 - 17:20)

GERARD PRINS

Professor of Creative and Strategic Development, Innovation

Amsterdam Graphic Academy, Mg. In Strategy, Escuela Militar del Libertador Bernardo O'Higgins / U. Mayor (Santiago de Chile)

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He has also been a guiding professor for close to a 100 post-graduate thesis. Author of 'Imagine the Impossible', a book oriented at teaching strategic, analytical and creative thinking, which includes well over 200 practical tools and techniques addressing topics such as analysis, problem definition, creative thinking, collaborative Ideation and idea selection, evaluation.

Gerard worked for well over 2 decades as a Creative Director at some of the largest international advertising agencies, such as McCann Erickson, Young & Rubicam and direct marketing agency Rapp & Collins, among others, and currently runs a creative-strategic consultancy with clients in Chile, Europe and the US, specializing in multi-lingual content creation and digital.

CROSS-CULTURAL MANAGEMENT

Business Elective Courses

Course Code: RIC163



ABOUT THE COURSE

With the increased pace in globalization and internationalization of business, cross-cultural management has assumed enormous significance. And, as multinational corporations and Transnational Corporations spread their wings across nations with numerous employees of different nationalities, with their different cultures, different mores and different behaviors, organizations have to reconcile these differences and have to forge a unified organizational

culture to achieve their mission, vision and objectives.

There are enough examples of business failures or stagnation or failure of joint ventures, on account of the management's inability to recognize cross-cultural challenges and tackle them appropriately. There are also examples of companies having compulsory training on culture management or acculturation programs for employees being sent abroad or hired from other countries, to ensure that cross-challenges are tackled effectively. The world is becoming smaller day-by-day and therefore, managers involved in the international businesses will have to become

more sensitive to the challenges emanating from the cultural and ethnic landscape of the countries they work in.

SCHEDULE

TUESDAY: H1 - H2 (08:30 - 11:20)

MAGDALENA CARMONA

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She speaks Polish, Russian, English, German, Portuguese and Spanish. Privately, fun of jazz and italian/spanish food. Affectionate to crossfit and swimming.

DIGITAL MARKETING FOR STARTUPS

Business Elective Courses

Course Code: RIC154



ABOUT THE COURSE

Marketing in today's day and age has radically changed thanks to the development of smart technologies.

Companies and entrepreneurs are facing an evolving and hyper connected consumer that is ever more social, demanding and has too much access to information. This course will teach you how to build an online business using marketing techniques that are lean, practical and simple.

You will see how startups acquire and retain users, in a fun and interesting way! We will learn how SaaS (software as a service) companies work and you will learn how to sell apps, or setup a subscription based service.

This course is strongly focused on entrepreneurship.

SCHEDULE

MONDAY H5 - H6 (14:30 - 17:20)

DIEGO MORALES

Diego has worked in the tech and startup world for the last 6 years. He was the Sales & Marketing VP at Prey, where he oversaw marketing and sales for one of the most innovative and fast growing Chilean startups. He then moved to Start-Up Chile to lead the marketing team. Afterwards, he founded Bamboo Hack, a growth hacking agency, where he works should to shoulder with startups and medium sized companies to develop and implement digital growth strategies.

Throughout out his career, Diego has shown a strong interest and passion for technology, which is the area he currently leads at Edge Cowork. He also teaches a class in Universidad del Desarrollo on digital marketing for startups. He loves sport, considers himself an amateur runner, speaks two languages and has lived in more than 7 countries.

DOING BUSINESS IN CHILE AND LATAM

Business Elective Courses

Course Code: RIC364



ABOUT THE COURSE

The topics covered in this course include the globalization imperative, the origins and elements of culture, consumer behavior in a cultural context, how cultures interpret situations, and how and why management styles vary around Latin America and Chile.

The course also investigates how politics and law control marketing activities, such as advertising, promotion, and distribution. Additionally, ethical dilemmas in a multi-cultural world and the cost-benefit of technological transfer are covered.

The purpose of the course is to stimulate student's curiosity about the management practices of companies involved in global management and gain an understanding of international management strategy from a Chilean and Latin American perspective.

SCHEDULE

WEDNESDAY: H6 (16:00 - 17:20)

THURSDAY: H6 (16:00 - 17:20)

MANFRED A. BRAUCHLE

Doctor © Universidad Rey Juan Carlos; MBA University of Chicago; BBA University of Notre Dame.

Manfred Brauchle has an extensive academic and business curriculum. He has over 40 years of teaching experience at various institutions worldwide, Universidad del Desarrollo, Universidad Católica de Chile, Universidad de Chile, Universidad Finis Terrae, Universidad Mayor, Frankfurt School of Finance and Management (Germany), Swiss Management Center University (Switzerland), Fachhochschule Wien (Austria) among others. His field of study and experience are Strategy, Marketing, International Business and Management. He has worked in the private sector in several companies in both consumer and industrial areas in various capacities in first line management positions. He also developed and directed MBA and other postgraduate programs at two leading universities in Chile. He has also been very active in the Santiago Chamber of Commerce where he currently is the Chairman of the Board of their School of Commerce.

INTERNATIONAL BUSINESS

Business Elective Courses

Course Code: EEI343



ABOUT THE COURSE

The general purpose of this course is to understand that contemporary environments in business are more competitive and global: they are accelerated and depend on an intensive knowledge of these environments. The use of effective human capital is critical to succeed and survive a company.

In this course, the students will learn the theoretical underground of international business as well as practical topics to planning and executing strategies to create an organization that wants to face the globalization. The main purpose of this course is to analyze the basic components and variables that explain the complete scope of international business: economics, finance and marketing issues are relevant at this point.

SCHEDULE

WEDNESDAY: H5 (14:30 - 15:50)

THURSDAY: H5 (14:30 - 15:50)

MANFRED A. BRAUCHLE

Doctor © Universidad Rey Juan Carlos; MBA University of Chicago; BBA University of Notre Dame.

Manfred Brauchle has an extensive academic and business curriculum. He has over 40 years of teaching experience at various institutions worldwide, Universidad del Desarrollo, Universidad Católica de Chile, Universidad de Chile, Universidad Finis Terrae, Universidad Mayor, Frankfurt School of Finance and Management (Germany), Swiss Management Center University (Switzerland), Fachhochschule Wien (Austria) among others.

His field of study and experience are Strategy, Marketing, International Business and Management. He has worked in the private sector in several companies in both consumer and industrial areas in various capacities in first line management positions. He also developed and directed MBA and other postgraduate programs at two leading universities in Chile. He has also been very active in the Santiago Chamber of Commerce where he currently is the Chairman of the Board of their School of Commerce.

NEW PRODUCTS INTRODUCTION

Business Elective Courses

Course Code: RIC160



ABOUT THE COURSE

This course builds the construct and deals with the challenges and opportunities with launching a new product or service. Covered topics are intended to have broad appeal to those with interest in General Management, Marketing, Product Development, and Entrepreneurship. Specific topics: Opportunity Assessment, New Venture Creation: Corporate vs. Entrepreneurial Launches, Positioning internally and externally, Business Model Design, Pricing New Products, Services, Categories, Market Sizing and Segmentation, Product Road Map, Product Launch Plan. Historical and modern industries and products will be studied and analyzed. Additionally, this course will deal with the differences of launching products both in a corporate environment and a start-up environment.

The curriculum is interdisciplinary and requires the mastery of basic fundamentals of economics, finance, operations, accounting, and marketing. Various forms of learning will be used including lectures, videos, business cases, and professional guest speakers. Small project expense supplement may be required.

Readings in English will include textbook and business literature excerpts. Current business events may be discussed as relevant. All material presented in English.

SCHEDULE

MONDAY: H3 (11:30 - 12:50) H5 (14:30 - 15:50)

VIK MURTY

Vik is currently a marketing consultant, co-founder of group7foods in the United States, and is an award-winning professor here at UDD. His passions are well represented in his classes: all things food, travelling, and photography.

Vik has launched products for and served as key spokesperson for a variety of cutting edge consumer technology brands including DIRECTV, Mitsubishi, and Samsung. His obsession for understanding consumer buying behavior led him to join and grow the online shopping tech company Channel Intelligence, which after key product launches was successfully sold to Google. His proven storytelling methodology permeates all of his consulting and classes with uniquely developed applications in brand marketing, new product launch, and effective persuasion.

Vik's travels have taken him all over the world to over 45 countries with experience working in Asia, Europe, and the Americas. He has lived in a variety of metropolitan locations throughout the US, and growing up spent extensive time in Germany, India and Australia. He now lives with his wife and daughter in Chile spending time in Concepcion and Santiago.

SOCIAL ENTREPRENEURSHIP

Business Elective Courses

Course Code: RIC144



ABOUT THE COURSE

Social entrepreneurs are revolutionising the world with innovative solutions in education, healthcare, the environment, and unemployment. This course introduces students to social entrepreneurship via hands-on applied learning. Students will form teams around a social opportunity of their passion and will apply lean startup methodology to work with real customers/beneficiaries, facing the challenges of building a social solution from scratch. Students will learn a systematic process for building a sustainable business model around a social problem. By the end of this course, students will have a set of actionable frameworks and techniques to contribute to a social enterprise or will be engaged in early stage development for their own social venture.

SCHEDULE

MONDAY: H2 - H3 (10:00 - 12:50)

ESTEBAN ERRAZURIZ

Esteban Errázuriz

Esteban is a Chilean entrepreneur, psychologist and MBA. Cofounder and CEO of Garoo, a tech company that develops mobile apps. Using video game mechanics Garoo generates measurable and effective learning to save lives. The company has developed mobile apps for the health, mining and metallurgical industry, helping to prevent accidents and diseases through technology.

Before founding Garoo he worked in the sustainability area of Komatsu Cummings, a multinational mining supplier company. At this position he led the creation of a Reinventarse a foundation that aimed to incorporate young offenders in the mining industry, and a carpooling program to reduce the company's carbon footprint in Santiago. He also founded a non profit organization called MenteSana, to offer pro bono psychological treatment for people in social risk.

Esteban is passionate about the potential that technology has improve the quality of life at a global scale. He teaches classes on Social Entrepreneurship at Universidad del Desarrollo and has lead a network of entrepreneurs in the healthcare sector.

Twitter: @estebanerra

SPORT MARKETING MANAGEMENT

Business Elective Courses

Course Code: RIC155



ABOUT THE COURSE

Presently sports together with entertainment and leisure have become a worldwide business activity. Chile and worldwide countries are not excluded on this scenario.

Various sport economic organizations have the necessity to be managed efficiently by professionals with academic background in sport management, capable to satisfy consumer needs and understand the complex human behaviour of the sport market.

The way to meet sport consumer needs is through academic programs in sport management.

This course is an excellent starting point for students attracted to sport management and develop new job opportunities in the sport industry.

SCHEDULE

THURSDAY: H1 - H2 (08:30 - 11:20)

CARLOS ALBORNOZ

Psychologist by training, Carlos is a serial entrepreneur with a doctoral degree in business. He founded Vitale Inc., an App that links athletes with potential sponsors. Drava Inc., a company that produce sport clothes and Area 23 Inc., a company that runs gyms and produce sport events. As academic, he does research on entrepreneurial cognition and decision making. Carlos is well know for being the person behind the finances and business of celebrities such as Arturo Vidal, the Bayern Munich midfielder. Originally from Chile, Carlos pursued his MBA and doctorate in the United States and every winter is visiting professor at the Friedrich Schiller University in Jena, Germany. He currently resides in Santiago, with his wife and two kids.

BUSINESS - ENGINEERING ELECTIVE COURSES

Course Catalogue SCL
2-2017

SUSTAINABLE DEVELOPMENT IN INDUSTRY AND BUSINESS

Business - Engineering Elective Courses

Course Code: RIC150



ABOUT THE COURSE

Around the world, we are experiencing unprecedented stress upon our social, environmental and economic systems. This course aims to provide the students with an understanding of sustainable development as a response to the impacts of an increasingly industrialized world with a rising population. The importance of making the transition to a more sustainable society where material consumption and environmental impacts are reduced whilst quality of life remains unaffected will be made. We will examine what the role of the engineer is and what businesses can do to facilitate this transition. We will consider how sustainability can be measured and the use of life cycle assessment (LCA) will be introduced.

The course will have a focus upon understanding the development of LCA, its uses, application and limitations. Once the principles of LCA have been taught and understood, particular case studies will be presented and analyzed.

These case studies will consider the use of LCA in various contemporary industrial and commercial scenarios with a focus on specific outcomes. These case studies will include heavy industry (mining and minerals), agriculture, energy generation, waste and wastewater treatment.

SCHEDULE

MONDAY: H5 - H6 (14:30 - 17:20)

DOUGLAS AITKEN

Doug Aitken has a strong academic background in the area of civil and environmental engineering with particular focus upon energy generation and the mitigation of environmental impacts in the industrial sector. He completed his PhD on the generation of bioenergy from aquatic biomass at the University of Edinburgh before moving to Chile to research and develop solutions for the impacts of the mining industry upon local water resources. Doug works directly with industrial partners to develop strategic and technological solutions for impact reduction and collaborates with numerous high profile academic institutions internationally. He also works locally with urban and rural communities to assess environmental management problems and develop sustainable solutions in conjunction with community groups, students and academic colleagues. He has recently initiated a student led organisation within Universidad del Desarrollo to develop social and engineering projects based on the implementation of sustainable technologies and strategies in Chilean communities and within the university.

RECYCLING AND UPCYCLING

Business - Engineering Elective Courses

Course Code: RIC166



ABOUT THE COURSE

Recycling & Upcycling (R&U) is a course that study different topics and challenges of recycling (plastics, metals, glass and other materials recycling). For this, several cases of innovation in R&U are studied in different industries. It is important to have a frame of reference regarding what the current state and strengths of Recycling are, as well as which areas we should consider in order to add value, innovation and further development regarding our social and environmental Impacts.

At the end of the course, students are expected to know a wide array of Recycling and sustainability principles and its current state, allowing a better idea as to which areas need further contribution and innovation. This course is designed to encourage, give tools and challenge students to change the world through Recycling and Upcycling.

SCHEDULE

THURSDAY: H6 - H7 (16:00 - 18:45)

PEDRO BULNES

Pedro is founder at REMBRE company, a B company, dedicated to recycling and upcycling, based in Santiago de Chile, operating in different regions, offering services and products related to R&U.

Before founding REMBRE, Pedro worked in the mining industry, consultancy and did a Master in science (engineering) to recycle antioxidants from the waste of the vinification process.

Pedro was recognized as one of the 100 leaders in Chile in 2017. He teaches classes on Challenges in sustainability at Universidad del Desarrollo. He loves visiting industries and try to find solutions to industrial challenges.

Originally from Santiago, Chile, Pedro speaks English, Spanish and Italian. He currently resides in Santiago, Chile.

Twitter: @pmbulnes

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COMMUNICATION ELECTIVE COURSES

Course Catalogue SCL
2-2017

CREATIVE INDUSTRIES

Communication Elective Courses

Course Code: RIC162



ABOUT THE COURSE

The Creative Industries are among the world's most dynamic emerging sectors. Trade in global creative goods and services has enjoyed rapid growth over the past two decades and this trend is expected to continue well into the future. This course is intended to give students an overview of the Creative Industries and their impact in economic and cultural landscape. The academic program presents a global outline and deepens into the local scenario. The creative industries have always been culturally important, and today they are crucial to national development. Chile needs skilled people who can drive the delivery of creative ideas from the drawing board to the marketplace. The course aims to prepare students to relate with creative employment and entrepreneurial opportunities

The Creative Industries course focuses on management in the creative sector, cultural policy and its place in everyday life. It develops understanding of work relationships in creative organisations, and the key issues faced by the creative sector in Chile and abroad. To offer students a wide range of opportunities to engage actively, the course cover examples from different parts of the creative sector. It builds from theory and concepts to guide students into applied practice motivating them to develop a final project and working with teams on the production of cultural goods and services.

SCHEDULE

TUESDAY: H7 - H8 (17:25 - 20:10)

CATALINA GUZMAN

Catalina Guzmán is a journalist graduated from Universidad Católica de Chile and Master in Globalization from Aarhus University, Denmark- Hamburg University, Germany. She has worked as an international reporter for CNN, has published different academic papers about Media and Children's Television and is currently an entrepreneur within the audiovisual industry. Along with her partner she co-directs their own NGO, Fundación Nativo Digital. Catalina has lived and worked in different countries around the world. She did her internship as a journalist in CNN Atlanta, was invited as a speaker at UNESCO international seminars in New Zealand, filmed Prix Jeunesse Youth Jury session in India and was the editor of InSight-Out Magazine in Denmark. Every year she organizes FANCHILE, Audiovisual Festival for Kids to promote the creative industries for children in Chile and Latinamerica.

DIGITAL DIPLOMACY AND NATION BRANDING

Communication Elective Courses

Course Code: RIC161



ABOUT THE COURSE

This Digital Diplomacy & Nation Branding course aims to give the students a general introduction to the basic concepts of the diplomatic practice, nation branding strategy, and how the new information and communications technologies can be used - along a multidisciplinary work- to keep or even improve the foreign investment, tourism, and the position of a State in the international arena.

Students will awaken their curiosity to understand the difficulties and challenges governments are facing within the framework of globalization and the new technologies of communication.

SCHEDULE

TUESDAY: H2 (10:00 - 11:20)

THURSDAY: H3 (11:30 - 12:50)

MATT ERLANDSEN

Matthias Erlandsen earned his bachelor's degree in journalism in 2012 from the School of Communications at Pontificia Universidad Católica of Chile. He also received a Diploma in Communications and Public Policy from Universidad de Chile in 2014. Currently, he is writing his dissertation for the Master's Degree in International Studies at the Institute of International Studies of Universidad de Chile. His primary areas of research include social media and international relations, diplomacy and paradiplomacy, the United Nations System, and International Organizations. He has also worked for the public and private sector as consultant in PR and digital communications.

SPEAK WITH POWER

Communication Elective Courses

Course Code: RIC157



ABOUT THE COURSE

Sitting at the feet of a talented public speaker can be a transformational and surreal experience. Some people are naturally gifted with the ability to wow audiences and to speak with power. For others, the mere idea of getting on stage or giving a simple presentation is daunting. But for all of us, effective speaking is something that we need to practice again and again.

In this course, students will learn a mix of theory (killer public speaking tips, behavioural and cognitive science, the art of persuasion, and more) and study the styles and tactics of some of the best speakers out there (from historical figures to TED speakers). More importantly, students will SPEAK. Students will have the opportunity to prepare multiple talks, speeches and presentations. The theme of this class is: Practice, Passion, Presence.

SCHEDULE

Section 1 TUESDAY: H5 - H6 (14:30 - 17:20)

Section 2 TUESDAY: H7 - H8 (17:25 - 20:10)

LUKE BALL

Luke is Co-founder and Head of Sales at Edge Cowork, a cowork chain based in Santiago de Chile that offers productive workspace for entrepreneurs and small organizations

Prior to founding Edge Cowork, Luke ran the acceleration program at Start-Up Chile, a government backed accelerator that has supported more than 1,000 companies from 75+ countries. As Director of Acceleration & Experience and then Assistant Director, he oversaw investor relations, corporate business development and the day-to-day hustle of helping companies grow.

Luke is a passionate writer, speaker and storyteller. He teaches classes on Storytelling and Public Speaking at Universidad del Desarrollo and he created Relatos Urbanos, a stand-up storytelling event which he runs monthly in Santiago. He loves building programs and products with a focus on people. Other roles include Biz Dev, Strategy and Product in companies small and large.

Originally from Christchurch, New Zealand, Luke has lived in 4+ countries and speaks English, Spanish and Korean. He currently resides in Santiago, Chile with his wife and two daughters.

Twitter: @lukemball

PSYCHOLOGY ELECTIVE COURSES

Course Catalogue SCL
2-2017

SPORT PSYCHOLOGY AND HUMAN PERFORMANCE

Psychology Elective Courses

Course Code: SELE372



ABOUT THE COURSE

This class is designed to introduce students to the field of high performance sport psychology, its concepts and applications in the sports industry.

In addition, we will cover how human performance coaching goes beyond sports and affects other areas of life.

The methodology of this class includes both students and teacher leading lessons.

Students will experience the application of psychological and performance coaching techniques and observe on field activities.

SCHEDULE

TUESDAY: H3 - H4 (11:30 - 14:20)

MARIA PAZ OCAMPO

Coach, Psychologist, Master in Sports Psychology, Sport Management Specialist.

Talent Development and Performance Director at MindSport Consultores.

Works with executives, elite youth and professional athletes, training their mindset to enhance performance.