

GLOBAL CLASSROOM

COURSES TAUGHT IN ENGLISH
COURSE CATALOGUE CONCEPCIÓN 1-2020



Universidad del Desarrollo
Dirección de Relaciones Internacionales

TRACK COURSES

Course Catalogue Concepción
1-2020



SERGIO MANCINELLI

Electronic Civil Engineer (Universidad de Concepción) with MBA (Universidad del Desarrollo), dedicated to technological innovation, in the design, development and implementation of new technologies, to help companies and professionals to deliver more value to their clients.

He serves as General Manager at Xenitt, in prospecting new business, contact with clients and designing IoT technology systems.

Artificial Intelligence: The Rebellion of the Machines

Track Course

Course Code CTR20193

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 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.

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

SCHEDULE

Tuesday 12:30 to 13:50 & Thursday 12:30 to 13:50

CAMPUS

AINAVILLO



MARCOS MEERSOHN

Highly self-motivated and goal-oriented I have devoted over 20 years to the content internationalization services for the world's leading companies.

This has developed my capacity for innovation and workforce management, along with years of experience in sales management, key account management and project management giving me a thorough view of these activities.

The World of Innovation

Track Course

Course Code ETRI20201

ABOUT THE COURSE

To give students tools to analyze innovation worldwide, as well to see how they are wired or not for it. We look into self-leadership, self-knowledge and what defines us as well as technology development and innovation cases.

Students will train in preparation, planning and actions to confidently thrive in the new world order of innovation regardless of enterprise: company, entrepreneurship, non-profit, government, etc.

The class engages in Introspection specifically with regards communication, leadership and self-awareness.

SCHEDULE

Tuesday 12:30 to 13:50

Thursday 12:30 to 13:50

CAMPUS

AINAVILLO

COMMUNICATION COURSES

Course Catalogue Concepción
1-2020



CARLOS YACOMAN

ESL (English as a Second Language) teacher who features abroad experience in teaching communicational and technical English for both university students and professionals in the academic, industrial and business areas.

He has also been committed in communicative approach at the Northamerican Institute in Concepción for more than twenty five years.

Finally, he has been eager in guiding foreigners through various historically or culturally attractive spots in the Concepción area.

Chile in a Globalized World: Pros & Cons

Communication Course Code

ABOUT THE COURSE

This Course will take us to know and understand, first, our Chilean cultural background. Then, what a globalized world is, its origins and reasons; also how we communicate in a globalized setting and finally, to find out whether Chile has benefit (business and culture) or not (identity and social crisis).

The main purpose and emphasis of this course shall be placed on broadening students' cultural, scientific, business, historical, political, social backgrounds, while providing them with the possibility of finding out the links that relate all these areas together.

This "Chile in a Globalized World: Pros & Cons" Course aims at assisting students explore different cultural, geo-political, social and historical issues in order to gain a better understanding of those concepts and dynamics that make Chilean and world's societies work. It also stands out current social events that are taking place in the world and in our country.

SCHEDULE

To be define

CAMPUS

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ENGINEERING COURSES

Course Catalogue Concepción
1-2020



ALEJANDRA MUÑOZ

Doctor(c) in Management in
Architecture, Engineering &
Building School of Architecture
& Civil and Environmental
Engineering, Carnegie Mellon
University, Pittsburgh, PA, USA

Master in Design & Building
Sustainable. University of the
Desarrollo, Concepción, Chile

Bachelor of Architecture and
Architect's title University of
Concepción, Concepción, Chile

Enthusiastic, optimistic,
intellectually curious and dedicated,
I enjoy teaching and being a
mentor to entrepreneurs. I am
attracted to challenging projects,
whether in sustainability, in
innovation, education or crafts.

How can we face the environmental challenges of today?

Engineering Course
Code IEL460A

ABOUT THE COURSE

This course will cover a variety of current environmental issues on a global and regional scale. We will look at the impact of humans on various environmental systems and analyse whether there are alternatives.

We cover the topics of food and agriculture, industry, energy, transport, air, water and land pollution and analyze these themes with case studies and by reading recent papers, articles and watching videos. During a field trip to the nearby mountains we will look at various techniques for assessing environmental pollution.

We will analyze how society can improve current problems, talking about social movements, legislation, activism and citizen science. During each class you will prepare presentations or carry out role-plays with the rest of the class. During the final month each student will work on a local case study or pilot project on an environmental issue and present this both orally and in a written report.

SCHEDULE

Tuesday 9:30 to 10:50

Wednesday 8:00 to 9:20

CAMPUS

PEDRO DE VALDIVIA

BUSINESS CORE COURSES

Course Catalogue Concepción
1-2020



VIK MURTY

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.

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.

Marketing II

Business Core Course
Code ECM326

ABOUT THE COURSE

This subject expects the student to understand the development and processes of the activities of the marketing function and the dynamics of the variables involved in the commercial strategy.

Transversally, this course aims to strengthen the attitudes and competences worked in marketing, ethics, reflective thinking, management skills, detection of business opportunities and proactivity, but also considering entrepreneurship and leadership and professional development orientation.

SCHEDULE

Thursday 11:00 to 12:20

CAMPUS

AINAVILLO

BUSINESS ELECTIVE COURSES

Course Catalogue Concepción
1-2020



**CAITLING
JURGENSEN**

International Business

Business Elective Course

Code ROBI121

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

Monday 11:00 to 12:20

Wednesday: 9:30 to 10:50

CAMPUS

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