

OD COURSES SANTIAGO

CHILEAN CULTURE

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.

GLOBALIZATION AND ITS IMPACT

This course is designed 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.

Ultimately the course will facilitate students to develop their own vision of globalization.

TECH VENTURES

This is full hands-on course designed to develop a student’s ability to find, evaluate, and develop raw technical ideas into commercially viable product concepts, and build those concepts into business propositions. Among other educational and outreach initiatives, this course gives students a broader approach to different domains of entrepreneurship and innovation: 1) Technological, 2) Intrapreneurship and 3) Entrepreneurship as a driver for social change.

This course focuses on strategies and techniques for evaluating technologies for commercial viability and preparing technologies for commercialization. In undertaking the course, we expect students

to accrue knowledge and skills necessary for technology-based commercialization. While the course is focused towards venture-funded startups, the pedagogy is sufficiently general that the knowledge and skills are also directly applicable to commercialization within a corporate environment.

COMMUNICATIONS FOR A SUCCESSFUL ORGANIZATION

Communications are an integral part of organizational activity. The goal of this course is to help students learn why communication is essential for organizations and how individuals can become more effective organizational communicators. The course will introduce the students to the principles of communications and how they work in a corporate or organizational environment. By means of interactive and participative classes and projects the students will learn how to identify specific audiences and elaborate coherent messages for each, use media and technology in organizational communication, and deal with conflicts and crises effectively by using different types of communicational strategies.

BUSINESS COURSES SANTIAGO

BUSINESS STRATEGY

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.

In this course we will analyze and discuss real life time cases that provide us different contexts for applying the concepts learned. Any concept, theory or model that you may have learned in other courses is relevant, in so far as it helps you to understand the organization and its competitive environment better.

Thus, an important objective in this course is to help you develop strategic thinking, as well as to learn to appreciate the tools and techniques available, understand the contexts and in the final analysis learn how to apply creative solutions to complex situations.

INTERNATIONAL BUSINESS

The general purpose of this course is to understand that contemporary environments in business are more competitive and global; they are accelerated and depend of 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.

NEGOTIATION AND DEAL MAKING

Negotiation skills are developed through life-cycle learning and practicing. During this course we will jointly explore how to help ourselves and others deal with conflict, solve problems, make deals, and preserve relationships, we will look for and build on areas of agreement rather than following the natural tendency to focus on areas of conflict, harmonizing our lives as human beings and enhancing our value as professionals.

Therefore it's expected that students recognize key elements for the design, development and implementation of negotiation's process through analysis of specific case study's. The student should be able to identify the primary and collateral topics of negotiation process, positions and interests involved; develop a range of possible solutions and design the process of negotiation, reaching the outcome through real-life simulation process.

EXPERIENCING SOCIAL INNOVATION

This module is define as a theoretical and experiential training space, which aims to establish links between the theoretical and conceptual framework of the Social Entrepreneurship/Innovation (SEI) phenomenon with a set of practical and creative activities, leading to the creation of new ventures that would aim to address relevant societal problems.

CREATIVITY AND INNOVATION MANAGEMENT

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 wakening 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 learnings: wakening up creativity, human centered design, holistic outlook, teamwork, and collective intelligence.

ORGANIZATIONAL DEVELOPMENT

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 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.

MARKETING II

This course seeks to provide an understanding of the two major activities related to marketing strategy; the first involves selecting the target market and achieving the desired positioning; the second major activity involves specifying the tactical components of any marketing plan: the marketing mix or 4 P's (product, pricing, place/channels and promotion). Therefore, a significant part of this course will be devoted to analyze in-depth the 4 P's concepts and their strategic implications in order to facilitate the student's future decision making. To the extent possible, additional areas of emphasis in the course will include concepts such as differentiation, customer value, branding, and understanding issues related to consumer behavior and customer analysis. The course will emphasize both theoretical and practical elements. A number of approaches will be used to provide the student with multiple ways to learn and apply the course material. These include case readings, class discussions, in-class exercises, guest lectures and a team project.

GLOBAL MARKETING

International Marketing focuses on the challenges as well as opportunities of marketing new and existing products in the global marketplace. Marketing techniques employed in the home country may also be applied internationally, but they need to be modified in order to fit the specific needs of international business. Accordingly, allowance has to be made for the different cultural, economic, technological, political and legal environments in each country, and the impact these factors will have on the marketing process, ranging from marketing research to promotional campaigns, the understanding of cross-cultural diversity is important in this respect.

This unit has been structured to follow the marketing activities of a business from the original decision to internationalize through to the planning and implementation stages of marketing internationally. In this unit, the various marketing concepts, such as product development distribution networks, pricing and promotional methods, are taken into consideration from a cross cultural perspective.

Key variations from home-country marketing are highlighted, and strategies that an international marketer can adopt are examined. The primary objective of this unit is to enable you to face successfully the challenges and exploit the opportunities of marketing in the increasingly complex global marketplace.

INTRODUCTION TO CROWDFUNDING

This course will expose the student to a subject that has been systematically talked-about in the entrepreneurial, governmental and academic circles of Europe and USA during the past three years. Crowdfunding has been championed as the main financial innovation of the last decades, and therefore students will immerse into concepts that will enable them to participate in the global conversation. Some of the questions that are expected to be answered by the end of the course are: What is crowdfunding? What market challenge does crowdfunding solve? How can I benefit from it? How is Chile involved? Will crowdfunding survive, and how?

ENGINEERING COURSE SANTIAGO

SUSTAINABLE DEVELOPMENT IN INDUSTRY AND BUSINESS

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.

The lectures will include discussion with the students as they begin to understand how to develop life cycle assessments and can provide opinions on each case study. Interaction between the students will be encouraged as the methods of measuring sustainability require a degree of judgement which will vary between student depending upon their experiences.

COMMUNICATION COURSE SANTIAGO

DIGITAL MARKETING

The course "Digital Marketing" aims to present and analyze the role of digital marketing in the new media and delivering the tools necessary to understand and use Digital Marketing in today's companies.

The course objective is to discover the keys to this "new" marketing and how to take advantage of new technologies in an increasingly digital world, to do this we will review tools used in digital marketing for the definition and measurement of objectives as part of digital strategic planning.

Students will be encouraged to participate in class, work with case studies and working in teams for the creation of Digital Marketing strategies.

OD COURSES CONCEPCIÓN

GLOBAL COMMUNICATION

To succeed in this world, global communications professionals must be able to understand cultures different from their own, tailor their strategy market by market and use the promise of non-traditional digital communications to solve a communications challenge. This course will introduce students to the basic elements of global communications by focusing on 6 key international markets in a revolving class format where students work on a real client project from a different global region each week. Actively using tools like blogs, wikis, online social networks and online video, students will create a digital communications strategy for a new client each week.

CONCEPCIÓN BEFORE AND AFTER THE GREAT EARTHQUAKES

This course is aimed at relating one of those characteristics that, unfortunately, have mostly stood out in Chile's history and especially in the Southern regions of the country, such as earthquakes, with the architectonic / cultural context before and after these events took place. This outline is mainly introduced with regards to those earthquakes that have hit the Concepción Metropolitan Area during the Twentieth, as well as early Twenty First Centuries.

In addition to describing what actually happened in those natural events, the course is also focused on cultural and technical changes, from both the architectonic and construction point of view, that followed such natural disasters.

BUSINESS COURSE CONCEPCIÓN

E-BUSINESS MARKETING MANAGEMENT

Introduction to e-business and its enabling technologies including email, EDI, EFT, bar-coding, electronic catalogues, smart cards and CALS. Associated electronic processes and systems including on-line business, the Internet and World Wide Web (WWW). Other issues include international standards, ethics, privacy, accounting, legal and security issues; the impact on the workplace; corporate, national And global information infrastructures; aligning information technology to business strategy; electronic marketing worldwide; internationalization, government policies, strategies and leadership.

This course examines the fundamental principles associated with the strategic adoption, implementation, use and evaluation of internet in organisations. It discusses the theories and principles which govern the strategic adoption of the internet to create and sustain value - competitiveness. The course will involve lectures, readings, cases and discussions. These components embrace topics including digital firms; Electronic business; Mobile commerce; Web 2.0; the internet and social entrepreneurship and the new age of the pro-sumer (proactive consumer or producer-consumer)