

Cursos OD en Inglés – Concepción 1° Semestre 2017

TECH VENTURES

Código	Profesor	Horario	Sala	Campus
IOD20171	Vik Murty	Ma-Ju H4	PV-SA117	Pedro de Valdivia

Today, more and more New Ventures are enabled via technologies to lower risk, maximize results, and to globalize freely. Establishing a new venture while exciting is also fraught with potentially uncertain outcomes and factors. This course will examine the entrepreneurial process, the marketing process, and the unique landscape and opportunity for new ventures. This is built for non-business concentrations for students to learn to create, commercialize and capitalize on ideas. Additionally, we will define the difference between entrepreneurship and business ownership, between building a business to run and building a venture to sell. This course trains on deep understanding of targeting: Consumer Targets, Channel Targets, and Exit Strategy (Acquirer) Targets. You will define differentiated, compelling offering aligning your Brand, Channel and Product/Service Strategies. Through the course you will look at and analyze trends and define opportunities. You will chart a success journey. Finally we look at your options with success: finding a buyer, protecting your value, and exit scenarios

CHILEAN CULTURE

Código	Profesor	Horario	Sala	Campus
ROBI20161	Carlos Yacomán	Ma-Ju H4	AI-SA433	Ainavillo

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.

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GLOBALIZATION AND ITS IMPACT

Código	Profesor	Horario	Sala	Campus
MCPI20081	Carlos Yacomán	Mi-Vi H4	AI-SA433	Ainavillo

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.



Cursos de Ingeniería Comercial en Inglés 1° Semestre 2017 – Concepción

MARKETING I

Código	Profesor	Horario	Sala	Sección
EMC316	Steve Baeza	Miércoles H7 y H8		3

This course intends students to learn about business from a marketing view, understanding the main analytical tools used in this area and its critical decisions. Effective communication of ideas will be strength through discussion and technical argument. Additionally, it is intend that students learn through reading activities and discussions with peers to enhance their capacity of active learning.

In today's continuously evolving markets, it is critical for firms to design plans for long-term survival and growth, taking into account their specific characteristics, objectives, resources and opportunities. Strategic planning is "the managerial process by which firms attempt to develop and maintain a viable fit between their objectives, skills and resources and changing market opportunities."

MARKETING II

Código	Profesor	Horario	Sala	Sección
EMC326	Steve Baeza	Jueves H7 y H8		2

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.



Electivos de Ingeniería Comercial en Inglés 1° Semestre 2017 - Concepción

NEW PRODUCT INTRODUCTION

Código	Profesor	Horario	Sala	Sección
ROBI117	Vik Murty	Mar y Jue H6		1

This course builds the construct and deals with the challenges and opportunities with launching a new product or service. Topics are intended to have broad appeal to those with interest in General Management, Marketing, Product Development, and Entrepreneurship. Additionally, this course will deal with the uniqueness while comparing and contrasting 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.

SPORTS MARKETING AND MANAGEMENT

Código	Profesor	Horario	Sala	Sección
ROBI117	Steve Baeza	Lunes H7 y H8		1

Sport is an important part of modern society, from a cultural and economic perspective. The Sports management major develops students' awareness and knowledge of a range of business disciplines that directly impact the success of sporting codes, competitions, organisations, teams, individuals and facilities. Sports management and marketing, as a practice will be considered in the context of government, not-for-profit, and professional organisations within the sports industry.

The course allows students to visualize new career paths in a range of sport-related associations and business organisations, and focuses on the application of knowledge of management, marketing principles in a sporting context, given the development of the new ministry of sports. --