

# GLOBAL CLASSROOM

Courses taught in English  
Course Catalogue Santiago  
2-2018

20  
18



Universidad del Desarrollo  
Dirección de Relaciones Internacionales



# TRACK COURSES

Course Catalogue Santiago  
2-2018

# INSPIRANDO A TRAVÉS DEL STORYTELLING

Entrepreneurship Track Course

Course Code: TRE167, Section 2



## ABOUT THE COURSE

This course has the intention to improve skills as Storytelling, structure, stagecraft, listening, and focus among others. The students will find an entertaining class that is going to guide them out of their comfort zone. They will speak from their own character consciousness. Students will be encouraged not only to tell a story but also to perform it. Companies worldwide are looking for creative and adaptable people. And if students can add that to their speeches and presentations it is a very important advantage.

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

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

## PABLO BORAQUEVICH

Cinema at University of Buenos Aires, ARGENTINA (UBA), and also Drama at Teatro General San Martín of Buenos Aires, ARGENTINA. He is a Director, Actor and Improv teacher with more than 3000 live shows in Argentina, Brasil, Chile, Peru, France and USA. He is a bilingual scholar with great teaching experience at different private national and international educational settings. He has completed his professional academic career attending congresses, and actively participating in different workshops concerning Oratory and Stage Presence. He combines speaking techniques with Improv skills in order to train students in the art of performing with sureness. Now he is writing a book about the importance of applying these issues from childhood.

# IMMIGRATION, DREAMS AND CONFLICTS ACROSS BORDERS

Public Responsibility Track Course

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: H5 (14:300 - 15:50)

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

## 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.

# OTHER DISCIPLINES (OD) COURSES - BASIC

Course Catalogue Santiago  
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# 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.

# AN INTRODUCTION TO THE FUTURE

Other Disciplines (OD) Courses - Basic

Course Code: RIO168



## ABOUT THE COURSE

Climate change. Oceans filling with plastic. Accelerating species extinction. Outsourced sweatshops. Ingrained chauvinism. Growing inequality. Financial crises. Political polarisation. Terrorism. Superbugs. Data privacy and ownership issues. The list goes on. In many regards, the future seems rather bleak.

On the other hand, extreme poverty has been halved over the last 20 years—as has the number of children dying before their 5th birthday. Further, the odds of you dying from a violent act is at an all time low.

Things aren't all bad. In this course we're going to first reorientate ourselves in time and space, then project forward into the future.

We'll fly through 13.7 billion years of physics—and 12,000 years of human civilisation—to get an idea of how we got to now. Then we'll zoom into the Big Issues of our time and project forward to see how society is changing. Finally, we'll pan to the right and take a look at some of the technologies which will change (or are already changing) the way we live and work. From artificial intelligence, to artificial meat. Blockchain technologies, to genetic modification.

Throughout the course you will have opportunities to share your perspective and consider things you might have never thought about before. You will also choose an issue and technology to explore more deeply with a few classmates.

This course is about helping you anticipate the future. Skate to where the puck is going, not to where it is now.

## SCHEDULE

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

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

## MATT KENNEDY

Matt Kennedy is an Education Professional and Recoverin Entrepreneur, whose idea of fun is trying to make sense of this world.

Before teaching at Universidad del Desarrollo, he was the Programme Director of Exosphere—an education institution at the crossroads of entrepreneurship, technology, and philosophy. While there he managed programmes in Chile and Brazil and developed curriculums centred on understanding ourselves, the people around us, and society at large.

Matt also has 5+ years of experience in the start-up world. Most notably, he cofounded Trailblazer and Twinkl—projects to help deal with information overload. When learning about something new online, Trailblazer turned your journey into a visual map so you never got lost. Twinkl was a platform to help you connect the dots between things you are reading now, with things you had thought about in the past. Both these projects brought him to Start-Up Chile in 2015.

# OTHER DISCIPLINES (OD) COURSES - MINOR

Course Catalogue Santiago  
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# 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.

# 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: H3 - H4 (11:30 - 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 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.

# BUSINESS CORE COURSES

Course Catalogue Santiago  
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# ESTRATEGIA I

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

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

## 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.

# GESTIÓN DE PERSONAS II EN INGLÉS

Business Core Courses

Course Code: ECH416, Section 5



## ABOUT THE COURSE

This course is designed to provide students with a variety of perspectives on organizational development. Organizational development is a key component of any government, private, or public organization, even in our personal lives. It is impossible for any organization - no matter how big or small - to stay still. The organizations that will thrive in today's environment are those that can adapt to change and opportunities. Through group work, presentations, and class discussions students will examine and critique organizational problems and learn how to design and implement programs for employees, learning how organizational development creates interpersonal, group, inter-group, or organization-wide change.

## SCHEDULE

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

## PATRICIO SORENSEN

Professor Patricio Sorensen has a Business Administration degree from Johnson and Wales University and an MBA from Boston University in the United States. His professional experience includes the development and launching of two international brands in the food and retail industry. He has worked cross-functionally with multicultural teams, in operations, customer relations, and finance. His vast international experience in the United States and China allows him to bring different perspectives to the course. When he is not in the office and not in the classroom, he enjoys running marathons, cooking and traveling.

# BUSINESS ELECTIVE COURSES

Course Catalogue Santiago  
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# 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 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 learning: wakening up creativity, human centered design, holistic outlook, teamwork, collective intelligence.

## SCHEDULE

### SECTION 1

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

### SECTION 2

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)

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.



# 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 H1 - H2 (8:30 - 11:20)

## 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

TUESDAY: 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 Catolica 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

TUESDAY: 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 Catolica 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.

# 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

WEDNESDAY: 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 probono 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: H2 - H3 (10:00 - 12:50)

## 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 Santiago  
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# 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

LinkedIn [pmbulnes@rembrecompany.com](mailto:pmbulnes@rembrecompany.com)

# COMMUNICATION ELECTIVE COURSES

Course Catalogue Santiago  
2-2018



# 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.

# NATION BRANDING

Communication Elective Courses

Course Code: RIC161



## ABOUT THE COURSE

This course is an introduction to the concept of nation branding, broadly defined as the overall attempts to influence how a nation is perceived by target audiences. In the last few decades, more and more countries started investing on various tools, ranging from corporate branding techniques to public diplomacy, to manage their reputation in the global marketplace. During the course, students will learn about the reasons for the increased interest, investigate the interdisciplinary nature of nation branding studies, and develop the skills necessary to design and implement a nation branding campaign.

In an increasingly globalized world, the importance of managing country reputations and international images has risen exponentially in recent years. More than ever, governments must take pains to message diverse sets of key stakeholder groups -often with contradictory interests-- including potential investors and tourists (both foreign and domestic), the global press, bond markets, and international watchdog NGOs, to say nothing of domestic elites and national populations. This course will explore the strategies they use to do so.

## SCHEDULE

MONDAY: H2 - H3 (10:00 - 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.

# UNDERSTANDING TERRORISM AND COUNTER-TERRORISM

Communication Elective Courses

Course Code: RIC169



## ABOUT THE COURSE

This course helps you understand the problem of terrorism in our increasingly global, contemporary world. Our approach is communication-based but we draw upon literature from many disciplines to help explain the key issues in understanding the key issues related to terrorism, counter-terrorism and communication.

We will be studying the nature of terrorism, and considering questions such as who are terrorists, what are terrorists' grievances with the larger society, and what are the best ways for societies and governments to combat terrorism. Because terrorism is a tactic that is calculated to create fear and influence public opinion, we are interested in the various roles of media. Of particular interest will be how people learn about events in society, how news reports about reality, and how officials and news workers attempt to explain the problem of terrorism.

Terrorism has unique links to communication and these will be explored in various ways –consideration of acts of terror, recruiting new terrorists, and issues in evaluating effective and ineffective means of fighting terrorism. We will also be interested, throughout the term, in media portrayals of terrorism and terrorists in news discourse as well as the forms of mediated communication such as

films and televised dramatic portrayals. Controversial remedies for terrorism –rendition, torture, warrantless wiretapping and similar issues, will be examined, along with the implications of their portrayals in popular entertainment and news.

There are few topics in contemporary society as controversial as terrorism and we must be mindful of this as we proceed through the term. Communication media provide the tools for public officials to communicate with the public about terrorism, setting an agenda as well as framing the problem's causes and consequences. Issues of related interest involve media treatment of civil liberties and issues such as domestic surveillance, censorship, extraordinary rendition, and the use of torture. Public support for the various counter-terrorism measures –including the "war on terrorism"– is seen as a complex matter involving these issues as well as judgments about how successful the project is at any given time.

## SCHEDULE

MONDAY: H4- H5 (13:00- 15:50)

## MATT ERLANDSEN

Matthias Erlandsen earned his bachelor's degree in journalism in 2012 from the School of Communications at Pontificia Universidad Católica de 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.

# PSYCHOLOGY ELECTIVE COURSES

Course Catalogue Santiago  
2-2018

# SPORT PSYCHOLOGY AND HUMAN PERFORMANCE COACHING

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: H4 - H5 (13:00 - 15:50)

## 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.