GLOBAL CLASSROOM

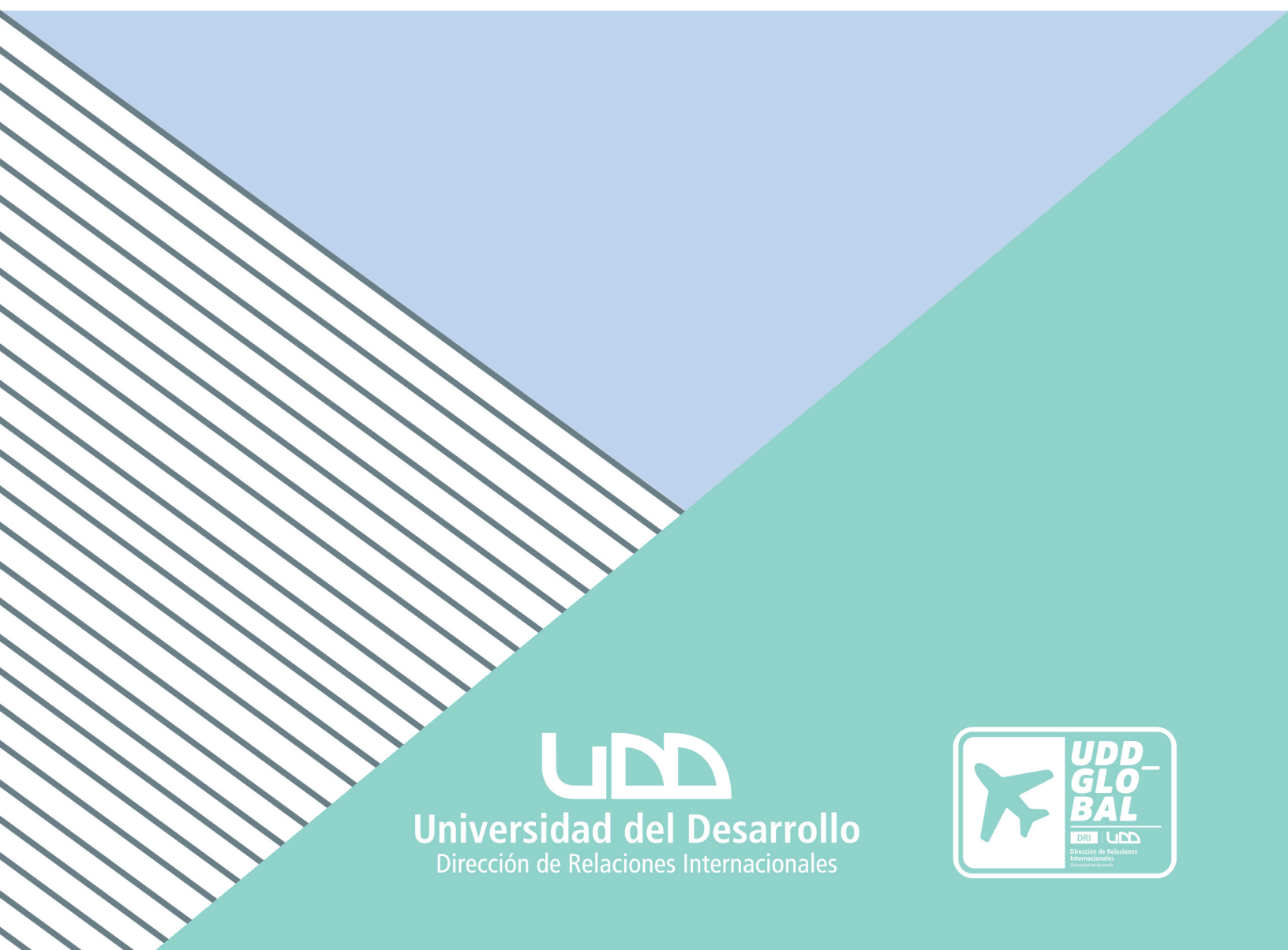**Courses taught in English**
Course Catalogue Concepción
1-2019

20
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UDD
Universidad del Desarrollo
Dirección de Relaciones Internacionales

UDD–GLO–BAL
DRI UDD
Dirección de Relaciones Internacionales

TRACK COURSES

Course Catalogue Concepción
1-2019

HUMAN VS TECH

Track Course

Course Code: CTR20185

ABOUT THE COURSE

Technology is more than mere machine. The accelerating pace of innovation has both positive and negative consequences to the human condition. Much of what society analyzes and prepares for in education is evolutionary and not revolutionary.

This class will explore the unique transformation of the fabric of society, industries, firms and individuals due to revolution spawned by this global technology revolution.

Cases will look at Uber, McAfee, Facebook, AirBnb, Google, Security agencies and other high growth companies. Analysis will include cross-industry innovations, global perspectives, government legislative challenges, infrastructure, inter-firm and intra-firm opportunities, entrepreneurial growth and organizational challenges, the ethical-moral-legal construct and most importantly individual preparedness and coaching to function in any innovative enterprise.

SCHEDULE

TUESDAY: H4 (12:30 - 13:50)
WEDNESDAY: H4 (12:30 - 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.

ARTIFICIAL INTELLIGENT: THE REBELION OF THE MACHINE

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: H4 (12:30 - 13:50)
THURSDAY: H4 (12:30 - 13:50)

CAMPUS

Ainavillo

SERGIO MANCHINELLI

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.

INSPIRING THROUGH STORYTELLING

Track Course

Course Code: ETRI20191

ABOUT THE COURSE

We live in an era where information is abundant, the problem is the way we use this information to communicate and use it in our advantage. Effective communication is a primordial skill in any environment, it is the way we communicate which tells more about us than the actual knowledge.

Storytelling is the form in which people naturally communicate. Stories are therefore a powerful and effective means of communication for connecting with people. In business we can see storytelling is increasingly used in advertising today in order to build customer loyalty.

In this course we will learn the importance of effective communication and different techniques to achieve this, everyone will be encourage to tell their story and practice their performances skills. We will also learn about how storytelling is important for any entrepreneurship and leadership.

- General learning Objective of this Course
- Effective communication and public speaking
- Storytelling as a guide to communicate in a better way
- Differences between inspiration and preachers
- Entrepreneurs and leaders as storytellers

SCHEDULE

TUESDAY: H4 (12:30 - 13:50)
WEDNESDAY: H4 (12:30 - 13:50)

CAMPUS

Ainavillo

FLORENCIA RAMIS

Proactive, responsible and methodical professional, with the ability to lead work teams and with an excellent disposition to face new challenges. More than 5 years of experience nationally and internationally.

Areas of interest in administration, marketing, international relations and human resources.

BUSINESS CORE COURSES

Course Catalogue Concepción
1-2019

MARKETING I

ABOUT THE COURSE

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."

SCHEDULE

WEDNESDAY: H6 (15:25 - 16:45)
THURSDAY: H6 - H7 (5:25 -18:10)

CAMPUS

Ainavillo

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.

SPORT MARKETING MANAGEMENT

Business Core Courses

Course Code: ROBI116

ABOUT THE COURSE

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.

SCHEDULE
TUESDAY: H7 - H8 (16:50 - 19:35)

CAMPUS

Ainavillo

STEVE BAEZA

An Australian business professional with over 18 years working experience at both national and International levels spanding over various Industries such as tertiary education, International logistics, non for profit, entertainment, sports industry and services marketing. Steve has been described to be a passionate International business networker and communicator with proven abilities in establishing new development of services and implementing projects in business.

Over the last 5 years Steve has excelled his career and undertaken a Directors role in Instituional and International affairs for a University and has been appointed to co ordinate the Asia Pacific Marketing Institute, for Latin America. In academia, he has b lectured marketing and business related subjects at various universities extending to Peru Installing global vision and practices for his students and peers. He has been invited to participate in seminars in other cities in chile, Peru, co editor in academic research papers with a Phd marketing Colleague and develop innovative social inclusion programs for universities.

His future plans are to develop a International consulting business linking Latin America with Asia Pacific In Chile and remain within the tertiary education sector and asist in the business development across the pacific.

LEADING GLOBAL & TECHNOLOGY ENTERPRISES

Business Core Courses

Course Code: ROBI120

ABOUT THE COURSE

The world is increasingly smaller and at the same time more demanding of our leaders. This course explores two major factors that at the same time bring the world closer but relationships deeper.

A leader of an enterprise today is a leader of many communities both inside ones enterprise and outside. Increasingly the market and various stakeholders look to and demand communications and leadership from enterprises of various kinds: from corporations, to entrepreneurs to firms and non-profits.

Major themes include thinking globally and acting locally, negotiating inter-country relationships, using technology as a tool for both globalization, and for building, maintaining, and negotiating relationships. What are the expectations of the modern technically sophisticated global leader?

SCHEDULE
THURSDAY: H2 - H3 (9:30 - 12:20)

CAMPUS

Ainavillo

MARCOS MEERSOHN

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