

# GLOBAL CLASSROOM

Courses taught in English  
Course Catalogue Santiago  
1-2019



Universidad del Desarrollo  
Dirección de Relaciones Internacionales



# TRACK COURSES

Course Catalogue Santiago  
1-2019

# 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.

# INNOVACIÓN SOCIAL

Entrepreneurship Track Course

Course Code: TRE283, Section 1



## ABOUT THE COURSE

In this course the students will learn the basics of social innovation through real life examples, from the most inspiring guest speakers, field trips ¿sábados? and top notch practical tools. This interdisciplinary course will look for the grey areas in society where companies, governments and citizens are in conflict and for which they have not been able to find solutions. This is where Social Innovation begins and where there is a need to break the traditional framework of doing things. We need action and we need it now, but we also need a plan! To achieve this we will use the United Nations 17 Social Development Goals as a backbone and universal language and together we will look for interrelated problems and solutions. With practical tools from the DIY toolkit and live presentations from inspiring local- and regional speakers, the students will learn to work with tools that social entrepreneurs and change makers all around the world use to make a difference and transform the system!

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

## MARK MINEBOO

Dutchman settled in Chile 10 years ago. Commercial Engineer from the University of Breda Holland, with a bachelor's degree in Education from Fontys University and a diploma in Corporate Innovation from Universidad Católica de Chile. Founder of the GALOO startup, president of the Providencia Communal Environmental Committee.

Since June 2017 he is the director of the Plastic Oceans Chile Foundation. He is in charge of the dissemination of the documentary, the development of educational programs, lectures and the generation of awareness around the issue of plastic pollution of the oceans in general.

# IMMIGRATION, DREAMS AND CONFLICTS ACROSS BORDERS

Public Responsibility Track Course

Course Code: TRR192



## 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: H3 (11:30 - 12:50)

THURSDAY: H3 (11:30 - 12:50)

## 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.

# ART IN PUBLIC SPACE

Humanities Track Course

Course Code: TRH242



## ABOUT THE COURSE

Public space is the forum in which democracy is played out face to face. Art in public space involves a triadic relationship between the artist(s), the community(ies) and the institution(s) in which the artwork is developed. In addition to the designs of architects and urban designers, interventions in public space by performing and visual artists have played a critical role in manifesting the question of "the right to the city" and the challenges facing our urbanised planet. This course is an introduction to the praxis of art in public space as developed internationally and in Chile since the 1960s to today. Students will discuss and analyse the theories developed from public art practice and propose an intervention in a public space.

This course is designed to

- Develop a knowledge of the theories and concepts of democratic public space as explored through creative practice

- Improve presentation, analytical and debating skills in the topic of public space

- Obtain a familiarity with the city of Santiago through its public spaces and interventions

- Acquire the terminology for this specialist subject area of public space

- Gain an ability to critically respond to a public space focussed on the use of that space

## SCHEDULE

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

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

## ANTHONY MCINNERY

Anthony McInnery (PhD architecture) is a visual artist, designer and academic as fellow at the University of Newcastle (Australia) and member of the RMIT University Contemporary Art, Society and Transformation (CAST). McInnery has been commissioned to create temporary public artworks for the City of Melbourne, Australia - Environment Commissions and Laneway Commissions – and to create permanent public artworks as part of the VicHealth (Victorian Government Health Promotion Foundation, Australia) Art and Environment scheme. He creates temporary interventions and undertakes research in the contemporary forms and uses of the street, the plaza and the park. Between 2004 and 2010 he designed and implemented a public art program for local government in Australia focussed on young people, the outer suburbs and urban renewal. Concurrently and until 2016 he was coordinator, lecturer and academic in the RMIT University (Australia) Master of Art, Art in Public Space program. In 2016, he was selected to exhibit at the National Museum Benjamin Vicuña Mackenna in Santiago, Chile with his investigation of the Mapocho River through temporary art. His work has been presented in various publications, workshops, conferences and studios in Australia, United States, Asia, South America and Europe. He has lived in Santiago, Chile since 2015.

# UNDERSTANDING APEC

Humanities Track Course

Course Code: TRH247



## ABOUT THE COURSE

The Asia-Pacific region represents one of the world's most diverse regions that comprises in a broader sense Oceania, which connects Asia with the Americas and is in the 21st century central and pivotal to the world. It is an extraordinary mix of cultures, languages and peoples. The importance of each APEC members' economy is defined by the asymmetry of power and multiple and diverse geopolitical and economic interests of each one of them. The promotion of an open, rule-based international trade framework along with investment facilitation and international cooperation constitute engines for economic growth and development (APEC values) and Chile's challenging during its presidency in leading the APEC process in 2019 for the second time (been the first time 2004).

The course will provide an introduction to APEC, and in a broader sense, to the Asia Pacific region.

This course will enable students to understand and analyze the complexity of the Asia-Pacific region with a focus on APEC process and allow them to gain basic knowledge about the region and to emerging issues as Chile's assume the Chairmanship of APEC in 2019.

## SCHEDULE

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

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

## CLAUDIO ROJAS

Ambassador of Chile to the Cooperative Republic of Guyana and Permanent Representative to CARICOM.

As the first residence Ambassador of Chile to Guyana responsible for launching Chile's operations in Guyana and to foster the bilateral ties and the projection to the Caribbean Basin.

Lead and be responsible of the negotiations and execution of the overall cooperation policy and technical assistance of Chile with CARICOM.

### MAJOR FIELD OF WORK

International Economics and Foreign Relations with a focus on political, economic, trade and social issues at the Bilateral and Multilateral level. Extensive work at the United Nations in the context of the Globalization Process (Economics, Trade and Financial and Tax Cooperation issues), Negotiations and Conflict Resolution. Ministry of Foreign Affairs of Chile - Head Quarters  
Minister Counsellor, Director (in charge) Border Countries Unit at the Political Division (April- June 2014)  
Minister Counsellor, Head – Development Unit Deputy General Directorate for Multilateral and Global Affairs (June 2014 – July 2015)

# GLOBAL CLUSTERS OF INNOVATION THE ISRAEL CASE

Entrepreneurship Track Course

Course Code: TRE289



## ABOUT THE COURSE

This course aims to analyze the different characteristics of the Clusters of Innovation, which are defined as "an environment that favors the creation and development of high potential entrepreneurial ventures and is characterized by heightened mobility of resources, including people, capital and information". In general these clusters are set in a global context, so the course will deepen in the importance of a global mindset and how global resources, inputs and access can accelerate innovation and cluster development.

Students will be able to comprehend the importance of globalization, interconnection and collaboration, when talking about innovation and entrepreneurship. The course will be guided through the successful case of Israel, and will understand how these clusters boost their potential, in making themselves leaders of innovation.

In order to have a deep understanding of Israel's context and history, the course will offer students to participate in a paid academic program to Tel Aviv, where they will be able to see first hand the evolution of Israel in becoming a Cluster of Innovation, visiting universities, institutes, start-ups, government agencies and tech companies.

## SCHEDULE

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

## RICARDO PUPKIN

Ricardo is the Executive Director of Implementa Group, consultancy and innovation management agency, and exclusive partners in Chile of SIT- Systematic Inventive Thinking, world-class innovation management methodology. Industrial Civil Engineer from Universidad de Chile and Master in Innovation from Universidad Adolfo Ibáñez. Ricardo has more than 19 years of experience in managerial positions, consulting and development of enterprises in various sectors such as technology, industry, food, public sector and financial services. Expert in innovation and implementation of business growth and transformation strategies.



## DIEGO PASCUAL

Business Administrator and Master in Innovation from Universidad Adolfo Ibáñez. Diego is an international innovation consultant with 23 years of experience in more than 1000 organizations in 70 countries. He is currently working as an Innovation Facilitator at SIT Chile, developing commercial strategies, positioning, marketing and sales, and applying the Inventive Systematic Thinking methodology tool.

# INTRODUCCIÓN A LA ASTRONOMÍA

Science, Technology and Innovation Track Course

Course Code: TRC171, Section 2



## ABOUT THE COURSE

This course aims to introduce students to the basic concepts of Astronomy, along with reviewing the latest discoveries and how Chile, thanks to its natural advantages, brings new results to the international scientific scene. Vanguard, along with understanding the apparent movement of celestial objects.

## SCHEDULE

TUESDAY: H3 (11:30 - 12:50)

THURSDAY: H3 (11:30 - 12:50)

## ELISE SERVAJEAN

Elise is an astronomer with a PhD. from Universidad de Chile and BSc from the same University. Her research areas include massive star formation, astronomical data reduction and statistics. Her PhD. thesis titled "Physical and kinematical conditions of massive and dense cold cores" was supervised by Guido Garay, Chilean National Science prize 2017. The main focus of her thesis was the analysis and interpretation of Atacama Large millimeter/submillimeter Array (ALMA) data towards a very young star maternity. She was awarded a CONICYT PhD. scholarship in 2011. In 2013 and 2014 she did an internship, as part of her thesis, at CSIRO (Sydney, Australia).

She has been teaching introductory Astronomy courses at undergraduate level for the past 6 years to students outside astronomy. In these courses she has been giving them a general view of the Universe and also a better understanding of science. She is leading the Network of Astronomy School Education (NASE) in Chile, which focuses in the formation of school teachers in astronomy.

Elise is also a certified ballet teacher from the Royal Academy of Dance (RAD) and she has supervised the formation of new teachers in Chile for the past 4 years for RAD. In 2007 she founded Apoyo Escolar, a university student social organization which aims to teach science in high social risk schools, being awarded funding from the Chilean Ministry of education for its creation.

# HUMAN VERSUS TECH

Science, Technology and Innovation Track Course

Course Code: TRC180, Section 1



## ABOUT THE COURSE

This course will give students tools to analyze industry level innovation and disruption that lead to social consequences of technology development in relation on government legislation, privacy, and explore firm level and individual responsibility.

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 to ethical-moral-legal decisions and how to reconcile and function in an increasingly diverse global environment enabled by technology and innovation.

We will work combining the humanities (Sociology, Cognition, Epistemology and Philosophy) with science and technology to plan and take advantage of technology and become a leader.

## SCHEDULE

WEDNESDAY: H3- H4 (11:30 - 14:20)

## 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.

# 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.

# 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 shoulder to shoulder with startups and medium sized companies to develop and implement digital growth strategies.

Throughout 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  
1-2019

# EMPRENDIMIENTO I EN INGLÉS

Business Core Courses

Course Code: ECS219 Section 6



## ABOUT THE COURSE

In order to achieve the learning outcomes of the Entrepreneurship I course, students are expected to learn to observe facts of reality, through experiential activities, where the student experiences situations or events that relate to their specific profession, experience academic and daily life.

Annexed to the mentioned learning instances, the course will favor teamwork activities and the application of knowledge through the use of different teaching techniques that the teacher will select according to the content and skills to be developed in their students. Therefore, the implementation of workshops, elaboration of projects (in some of its different stages: ideation, prototype implementation), simulations with the prototype / result, guided discussion, case analysis, problem-based learning, concept maps, among other techniques that the teacher wants to use.

Finally, there will be activities where the student is linked to the environment and has the opportunity to get in touch with leaders and entrepreneurs, which can be specified with special guests to the classroom, documentaries, interviews, among others.

## SCHEDULE

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

## CAROLINA GARCÍA

Business and Alliance Manager for CMD Group. Carolina has 19 years of experience working on issues of strategic planning, processes and projects. In the case of projects, Carolina has worked from scratch in the creation of business plans and leading its implementation and start-up, dealing with management control and monitoring.

Civil Industrial Engineering from Universidad de Chile. Carolina is a dynamic, strategic, and charismatic professional who has lived in more than 4 countries, and whose major motivation is to pursue the achievement of its objectives.

Available for team leadership of innovation projects, studies, research and development, as well as improvement management issues in companies.

# 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  
1-2019

# 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 waking 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-grade at local and international universities.

He has also been a guiding professor for close to a 100 post-grade 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.

# 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 Católica 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 Católica 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)

## HASAN EMRE

I am a Turkish professional with an undergraduate degree in Industrial Engineering and experiences in managing partner of Mirioglu Family Businesses. Currently representing these businesses in South-Central America region. Our main product lines are flour, cooking oil, animal feed, tomato products, dairy, beverages etc. and main operating markets are the Middle East & Northern Africa Region (MENA). I recently took a Master of Business degree at the University of Queensland, Australia, to enhance my management skills and currently seeking opportunities to develop innovative solutions in the global market.

In 2016, I founded PURANDA, a social enterprise that aims to cut all the negative consequences of fast fashion by producing tailor-made upcycled apparels. We start with collecting pre-loved clothes and combine them with household materials to create unique apparels to your body. Also, PURANDA teaches up-cycling; the abilities to change and develop the life of the garments to disadvantaged communities. We believe that exchange knowledge through group workshops reduce carbon emissions of clothing and enhance local design and manufacturing capabilities.

# 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

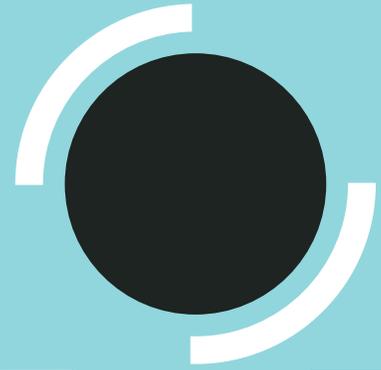
Diego has worked in the tech and startup world for the last 6 years. He was the Sales & Marketing VP at Prey, where he oversaw marketing and sales for one of the most innovative and fast growing Chilean startups. He then moved to Start-Up Chile to lead the marketing team. Afterwards, he founded Bamboo 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.

# 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)

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CONFIRMED

# BUSINESS - ENGINEERING ELECTIVE COURSES

Course Catalogue Santiago  
1-2019

# 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

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# SUSTAINABLE DEVELOPMENT IN INDUSTRY AND BUSINESS

Business - Engineering Elective Courses

Course Code: RIC150



## ABOUT THE COURSE

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.

## SCHEDULE

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

## DOUGLAS AITKEN

Doug Aitken has a strong academic background in the area of civil and environmental engineering with particular focus upon energy generation and the mitigation of environmental impacts in the industrial sector. He completed his PhD on the generation of bioenergy from aquatic biomass at the University of Edinburgh before moving to Chile to research and develop solutions for the impacts of the mining industry upon local water resources. Doug works directly with industrial partners to develop strategic and technological solutions for impact reduction and collaborates with numerous high profile academic institutions internationally. He also works locally with urban and rural communities to assess environmental management problems and develop sustainable solutions in conjunction with community groups, students and academic colleagues. He has recently initiated a student led organisation within Universidad del Desarrollo to develop social and engineering projects based on the implementation of sustainable technologies and strategies in Chilean communities and within the university.

# COMMUNICATION ELECTIVE COURSES

Course Catalogue Santiago  
1-2019

# 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.