

GLOBAL CLASSROOM

COURSES TAUGHT IN ENGLISH

**Course Catalogue Santiago
2nd semester 2019**



TRACK COURSES

Course Catalogue Santiago
2nd semester 2019



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 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.

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 and Thursday - 11:30 to 12:50



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 Benjamín 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.

INTERVENTION IN PUBLIC SPACES

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 and Thursday - 13:00 to 14:20



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.

INTRODUCCIÓN A LA ASTRONOMÍA EN INGLÉS

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

Monday and Wednesday - 13:00 to 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.

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

Tuesday - 11:30 to 12:50 / 13:00 to 14:20



Alberto Contardo

Alberto has more than fifteen years experience in international business in Latin America and Asia.

Lived more than seven years in China where he founded several companies (many failed), worked with local and foreign universities, and consulted MNCs in the field of innovation & high-performance.

Academic expertise in Design Thinking, International Negotiations, and Conflict Management. Start-Up Chile mentor and SUP boards member.

Has collaborated with IDEO, +Acumen, Impact Hub, EF, United Nations, and Deloitte between other organizations.

Co-founder of powerUP: The People Accelerator and The Art of Stopping (TAOS) programs in Shanghai, China.

POWER UP SKILLS ACCELERATOR

Entrepreneurship, Science, Technology and Innovation Track Course

Course Code TRE395

ABOUT THE COURSE

According to CORFO, Chile's economic development agency, Chile's entrepreneurship and innovation ecosystem's weakest link, is its culture and social norms. The local narrative is not conducting to risk taking, embracing failure, and collaboration, but to comfort seeking, fear of losing face, and competition.

This course's aim is to HACK the local mindset and change the perception and belief system related to risk, change, and interdependence. Our purpose is to seed a growth mindset in the students and develop a skill set that will help them thrive in local and global scenarios. Our focus will be the development of creative confidence, entrepreneurial agility, persuasive communication, and harmonious lifestyle to balance high-performance.

SCHEDULE

Wednesday - 10:00 to 11:20 / 11:30 to 12:50



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 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.

ECOMMERCE FOR ENTREPRENEURS

Entrepreneurship Track Course Course Code TRE394

ABOUT THE COURSE

This is an entrepreneurship course, strongly focusing on key areas of e-commerce with practical workshops along with classes. This course explains the fundamental interaction between the three digital platforms of marketing and sales (i) Ecommerce (ii) Email Marketing (iii) Social Networks. The course is designed for students to learn how to sell online, and by the end of the course will be able to build their own e-commerce and start selling either digital or tangible products online. Students will also get tips and receive hands on advice on how to kick-start as an entrepreneur an ecommerce, using not only current technology but strong values a leader must have to build a digital platform.

The goal of the course is for students to be able to start their own e-commerce, or have the tools to improve or build upon current e-commerce's they may work in. Students will also learn how to be efficient, to be more effective with budgets, to understand and improve their return on investments (ROI) of digital marketing. At the start of the semester students have to get into groups of 5, and chose a product to sell online, in Chile or abroad.

SCHEDULE

Thursday - 17:25 to 18:45 / 18:50 to 20:10



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.

INSPIRANDO A TRAVÉS DEL STORYTELLING EN INGLÉS

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.

SCHEDULE

Monday and Wednesday - 13:00 to 14:20

OTHER DISCIPLINES (OD) COURSES - BASIC

**Course Catalogue Santiago
2nd semester 2019**



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.

GLOBALIZATION AND ITS IMPACT

Other Disciplines (OD) Courses – Basic
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 and Wednesday - 13:00 to 14:20



Franco Iovi

Franco is a Civil Industrial Engineer from the Universidad del Desarrollo and is certified in Digital Transformation by the MIT. He founded Interactive -a gaming solution services company- and has worked for several international startups, including Torn Banner, Backyard Brains and YouNoodle, where he was in charge of the LATAM Operations and the application, evaluation and selection processes of multiple incubation and acceleration programs, including Start-Up Chile and Puerto Rico's Parallel18. He also worked for Imagine Lab -the Chilean Microsoft Innovation Center- as a Project Manager.

Franco is a Worldstrides speaker and hosts North American AMBA and MBA students, a Stgo. Makerspace activity member and a Teletón's "Innovatón" Mentor. He also collaborates with Entrepreneur Magazine, Crunchbase and The Sociable.

Franco has a particular interest in emerging technologies, digital entertainment, swimming and scuba diving, and holds an Advanced Open Water Diver certification by the Professional Association of Diving Instructors (PADI)

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

Thursday - 11:30 to 12:50 / 13:00 to 14:20



BUSINESS ELECTIVE COURSES

**Course Catalogue Santiago
2nd semester 2019**



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.

CREATIVITY AND INNOVATION MANAGEMENT

Business Elective Course
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: waking up creativity, human centered design, holistic outlook, teamwork, collective intelligence.

SCHEDULE

Section 1: Monday - 14:30 to 15:50/ 16:00 to 17:20

Section 2: Tuesday - 14:30 to 15:50/ 16:00 to 17:20



Hasan Emre

Hasan is 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. Their 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). He recently took a Master of Business degree at the University of Queensland, Australia, to enhance His management skills and he is currently seeking opportunities to develop innovative solutions in the global market. In 2016, Hasan founded PURANDA, a social enterprise that aims to cut all the negative consequences of fast fashion by producing tailor-made upcycled apparels. They 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. The Company believes that exchange knowledge through group workshops reduce carbon emissions of clothing and enhance local design and manufacturing capabilities.

SOCIAL ENTREPRENEURSHIP

Business Elective Course

Course Code RIC114

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

Section 1: Wednesday- 10:00 to 11:20/ 11:30 to 12:50

Section 2: Wednesday- 16:00 to 17:20/ 17:25 to 18:45



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 Course 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 and Thursday - 14:30 to 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.

DOING BUSINESS IN CHILE AND LATAM

Business Elective Course

Course Code RIC364

ABOUT THE COURSE

The course Doing Business in Chile and Latin America emphasizes the cultural implications through an understanding of the conceptual framework and the practical applications of these concepts in a global context. The topics covered include the globalization imperative, the origins and elements of culture, consumer behavior in a cultural context, the form in which culture interprets situations and how and why management styles vary around the world, and specifically in Latin America and Chile. The course also researches the controlling nature of politics and law over marketing activities, such as advertising, promotion and distribution. Additionally, ethical dilemmas in a multi-cultural world and the cost-benefit issues of technological transfer are covered. A cultural orientation with an emphasis on the environment enables the student to truly incorporate a global perspective. The purpose of the course is to stimulate in the student's mind the curiosity for management practices of companies involved in Global Management and gain an understanding of international management strategy from a global perspective.

SCHEDULE

Tuesday and Thursday - 16:00 to 17:20



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 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.

DIGITAL MARKETING FOR STARTUPS

Business Elective Course
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

Tuesday- 8:30 to 9:50/ 10:00 to 11:20



Andy Black

A Chilean-British citizen, Andy is (re)based in Santiago since 2017. He is a sports industry professional with international experience, who currently works as an independent consultant in a handful of sports & events projects. He is President & Co-Founder of Blue Condor Sports, a football player intermediation and consulting agency, that works with football clubs and agents in South America, North America, Oceania, Asia, and Europe. Andy is also currently involved in consulting projects with CONMEBOL for Copa Libertadores, with Team Chile (Olympic team), and with TGI Worldwide, with whom he worked Copa America and the FIFA World Cup. Andy is a graduate of the recognized Sports Administration program at Ohio University.

Harold Mayne-Nicholls

Harold is a Chilean lawyer who has traveled Chile seeking to promote the practice of sports and physical activity through out the country. Harold works at Fundación Ganamos Todos, a social sport manager, having participated in football, basketball, tennis, volleyball, boxing, among other sports events, and being in charge of several international trips with Chilean local governments. He has worked with renowned Chilean companies such as Antofagasta Minerals, Codelco, AquaChile and Colchones Rosen, and with public entities such as the Ministry of Sports and the Embassy of the United States.

SPORTS MARKETING MANAGEMENT

Business Elective Course

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. In North America sport industry is ranked eleven among the top twenty five economical and financial industries, the latest estimate in 1999 by Street & Smith Sport Business Journal "money generated by organized sports", stated that sport industry was worth over USD 213 billion. Chile and Latin American countries lacks of academic programs, compare to over 200 universities in North American that offer sport management degree programs Syllabus Format Learning Objectives Oriented 2 at the bachelor, masters and doctorate level, same you can find in Australia, Asia and Europe. This elective course is an excellent starting point for students attracted to sport management and develop new job opportunities in the sport industry.

SCHEDULE

Thursday - 10:00 to 11:20 / 11:30 to 12:50



Juan Francisco Staudt

Juan Staudt is a professional with a diverse background and experience; a half-German, half-Argentine industrial engineer living in Chile for over 30 years and with work experience in multinational and local corporations, as well as his family's business. Graduated in the top 10% from his Master in Business Administration at USC Marshall School of Business also holds 2 degrees from Universidad Adolfo Ibañez: Master in Business Engineering and the professional title of Industrial Engineer.

His career path had led him through various industries in Marketing and Sales roles. In 13 years he acquired experience in Fast Moving Consumer Goods, Retail, Consulting, International Trade and Hospitality.

Since 2018 is a professor at Universidad del Desarrollo teaching Marketing in both English and Spanish.

BRAND LEADERSHIP

Business Elective Course

Course Code RIC165

ABOUT THE COURSE

Which came first, a product or its brand? In this Brand overview course, you will learn how to define and build a strong brand identity, a superior brand experience, and lasting brand loyalty to most importantly drive Brand Value. You will be able to launch and differentiate your brand in a marketplace, evolve and maintain differentiation and competitive advantage, and command higher pricing/market share/profitability. This class examines building brands in the contemporary mobile and internet world across platforms and networks/

This course is highly interdisciplinary with strong focus on setting a firm's direction, strategy, and tactics through the customer-centric Brand lens.

Content for the class will thus bridge Marketing, Financial and Management disciplines to explore Brand Leadership as a driving force in company organization, product and service creation, and customer interaction.

A company's brands are key strategic and financial assets. This elective is dynamic, and balances branding theory with practice. Expect interactive lectures and discussions with literature, case studies, exercises, and lots of group and partner activities. All material presented in English.

SCHEDULE

Wednesday - 17:25 to 18:45 / 18:50 to 20:10



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.

BUSINESS AND INNOVATION AND TECHNOLOGY STRATEGY

Business Elective Course

Course Code EEL641I

ABOUT THE COURSE

This integrated business course builds on the foundations of Marketing, Finance, Microeconomics, Macroeconomics and other business management course to engage students on the modern issues, challenges and vast opportunity from the advent of various technologies and their effect on processes, entrepreneurship and business models. Topics are intended to have broad appeal to those with interest in General Management, Marketing, Product Development, and Entrepreneurship. Additionally, this course will deal with the uniqueness while comparing and contrasting innovation in corporate transformation environments, high-growth stages and start-up environments. The rules of business have changed due to the rise of digital technologies, this is threatening and transforming established business models and processes. Every business has a digital future, it is just a matter of time. The curriculum is highly interdisciplinary and requires the mastery of basic fundamentals of economics, finance, operations, accounting, and marketing for this journey into the blistering fast-paced world of technology-enabled businesses.

SCHEDULE

Monday - 13:00 to 14:20 / 14:30 to 15:50



Antonio Lecuna

I am a research professor at the School of Business and Economics at Universidad del Desarrollo in Santiago, Chile. My current research is focused on government institutions and entrepreneurship in Latin America. I recently served the Corporación de Fomento de la Producción ("CORFO"), the Chilean government institution in charge of promoting economic growth, as the lead researcher of an initiative to improve the entrepreneurial ecosystem in the country. Recent research interests include: "Corruption and entrepreneurship in Latin America" (Journal of Private Enterprise, 2018); and "Characteristics of high-growth entrepreneurs in Latin America" (International Entrepreneurship and Management Journal, 2017). I hold a PhD in Management Science from Escuela Superior de Administración y Dirección de Empresas ("ESADE"), a Master in Business Administration ("MBA") from Boston University, and a Bachelor of Science ("BS") from Babson College. I have also been a visiting professor in Spain at the ESERP Business School, ESEI International Business School, and La Salle Business Engineering School.

ENTREPRENEURIAL THINKING

Business Elective Course

Course Code EEL672E

ABOUT THE COURSE

In a world undergoing continuous change, the ability to think "like an entrepreneur" has become a core skill of the managerial mind and the leadership ethos in virtually every sphere of human activity. Entrepreneurial Thinking will push you to develop heuristics suited to dealing with a future that is not only unknown, but is actually unknowable, and a creative, proactive stance toward the society we live in.

This course cannot guarantee you will become an entrepreneur. You will develop a mind-set, attitude and skills that are the necessary hallmark of successful value creators. At the very least it will change the way you think about entrepreneurs and entrepreneurship and help you deal more effectively with a world in which entrepreneurship is a key driver of change.

SCHEDULE

Friday - 10:00 to 11:20 / 11:30 to 12:50



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.

INTEGRATED MARKETING COMMUNICATIONS

Business Elective Course

Course Code EEL741M

ABOUT THE COURSE

The purpose of this course is to train students on the value and affect of integrating communications as a tool to become capable of leading the generation and execution of more effective strategies and communications plans. This course emphasizes integrating the various communications of a company or brand into a cohesive, measurable and valuable strategy. As such, the student shall gain an understanding of the dynamics happening in specific companies' communication spheres, and how these dynamics contribute to the achievement of an enterprise's market, financial and business objectives. The course develops specific skills to undertake an integrated communication plan combining targeted temporary media such as the internet, digital marketing, and social media marketing to more physical broadcast tools and merchandising and many layers in between. The course belongs to the "Marketing" area and builds up upon the concept foundations of "Marketing I" and "Marketing II", focusing deeper into both theoretical and practical levels, with a practice on assesment, analytic skills, crisis management and communication program design emphases.

SCHEDULE

Tuesday - 14:30 to 15:50 / 16:00 to 17:20

The background of the cover features a light gray area with fine, parallel diagonal lines. This area is bordered by a solid teal triangle in the top right corner and a solid dark gray triangle in the bottom right corner.

BUSINESS CORE COURSES

**Course Catalogue Santiago
2nd semester 2019**



Joaquín Köster

Joaquín Köster is a Civil Industrial Engineer with a major in Mechanical Engineering from the Pontificia Universidad Católica de Chile, with a postgraduate diploma in Strategy from the Universidad del Desarrollo, and an MSc in Strategic Management of Projects from University College London (UCL). For the completion of the MSc SMP at UCL he undertook research which focused on understanding the decision-making processes that prevail in knowledge-intensive technology-oriented entrepreneurship ventures in the UK, with the objective of understanding how to support and advise entrepreneurs to be successful, how to support open innovation (and CVC) in companies, and how to strengthen the role of the state in these matters through public-policy recommendations.

His professional experience ranges from portfolio management and investment analysis in both equity and debt, to the creation and development of innovation and strategic projects: new businesses, internationalization, operational improvement, digital transformation, and more. Currently he works hand-to-hand with entrepreneurs to make their business grow at one of Chile's largest venture capital companies.

ESTRATEGIA EN INGLÉS

Business Core Course Course Code EST510

ABOUT THE COURSE

The world is changing and so is the business context we move in. Today, globally successful corporations are built on smart, insightful and networked ideas, rather than on capital and labor, as before. The task before us is to reinvent business in such a way that it does not become obsolete, and to learn how to face and benefit from these new paradigms. How do we face these challenges? What strategy do we apply in order to be successful in this ever-changing world?

This course will show you how a business is viewed in its entirety and in the context of its environment. It aims to provide new and modern tools to comprehend strategy at different company levels: corporate, competitive and functional; and to help students develop a critical understanding of the challenges that executives and entrepreneurs face in the management of companies, entrepreneurship and projects today.

SCHEDULE

Monday - 17:25 to 18:45 / 18:50 to 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.

GESTIÓN DE PERSONAS II EN INGLÉS

Business Core Course

Course Code ECH417, section 3

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 - 17:25 to 18:45 / 18:50 to 20:10



Cristián Echeverría

Director of the Center for Studies in Business and Economics (CEEN),
Faculty of Economics and Business
UDD. Ph. D. in Economics, University of California, Berkeley.

PRINCIPIOS DE MACROECONOMÍA

Business Core Course
Course Code ECE122, section 5

ABOUT THE COURSE

This course presents macroeconomics models and concepts in a way that prepares students to analyze real macroeconomic data and issues in the ways used by policy makers, researchers, market analysts, and the media. The focus is on macroeconomic issues and problems at the market, country and regional level. The conceptual frameworks and models covered in the course are presented as tools to understand the macroeconomic and aggregate financial relationships and behaviors, and are the basis for the following course on Intermediate Macroeconomics.

SCHEDULE

Tuesday and Thursday - 14:30 to 15:50



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.

MARKETING II EN INGLÉS

Business Core Course

Course Code ECM326 section 5

ABOUT THE COURSE

The purpose of this course is to develop knowledge and skills in the managerial aspects of marketing. The course provides an understanding of marketing as the basis for general management decision-making and as a framework for analyzing business situations. Furthermore, the course seeks to provide an understanding of the activities related to marketing strategy that will enable the students to analyze information and make business decisions. Given the importance of the modern business world it is also essential that the students in the context of marketing work in a group environment to present their work.

SCHEDULE

Wednesday - 10:00 to 11:20 / 11:30 to 12:50



JUAN PABLO COUYOUMDJIAN

Juan Pablo Couyoumdjian is a member of the Faculty at the School of Government and the School of Economics and Business at the Universidad del Desarrollo, in Santiago, Chile. His research areas include Political Economy, and Economic and Business History.

He has published in journals in economics, politics and economic history. His most recent edited volume, published in 2016, was entitled *Economía sin Banco Central: La banca libre en Chile (1860-1898)*, and was reviewed in the *Journal of the History of Economic Thought* (2019). His recent published papers include “Ideas, Leaders, and Institutions in 19th century Chile” (with Cristián Larroulet, *Journal of Institutional Economics*, 2018), and “‘Interlocked’ Business Groups and the State in Chile (1970-2010)” (with Erica Salvaj, *Business History*, 2016)

MICROECONOMÍA EN INGLÉS

Business Core Course

Course Code ECM326 section 5

ABOUT THE COURSE

This course provides students with the theoretical foundations and the required tools to understand modern microeconomics at the intermediate level. The course takes as prerequisites, and assumes that students have passed, courses in Introductory Microeconomics and Differential Calculus.

This course focuses on the following topics: Consumer theory; Production, costs and the theory of the firm; and Partial equilibrium analysis in competitive and monopolistic markets.

SCHEDULE

Wednesday and Thursday - 14:30 to 15:50



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.

EMPRENDIMIENTO II

Business Core Course

Course Code ECS329, section 4

ABOUT THE COURSE

The main objective of the course is for students to understand the trends that are affecting the business world and it acquires the ability to detect business opportunities, verifying the potentiality of the idea through a commercial, financial and operational analysis. It also seeks to develop the ability to create solutions and collaborate in the development of prototypes or pilots that allow to validate and evolve ideas with potential users. Also, it is expected that the students can recognize critics aspects of the project and organize tasks to generate action plans that allow continuity of the business.

SCHEDULE

Friday - 13:00 to 14:20 / 14:30 to 15:50



DESIGN CORE COURSES

**Course Catalogue Santiago
2nd semester 2019**



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.

DISEÑADOR COMO EMPRENDEDOR EN INGLÉS

Design Core Course

Course Code DIAI324 section 1

ABOUT THE COURSE

This course develops in students the ability to transform their idea, product or themselves as professionals, into a business or company. For this purpose, the course delivers tools to generate proposals that facilitate the identification and understanding of potential customers, in addition to differentiating the fundamentals of their business model. On the other hand, the students learn to recognize their abilities, strengths and weaknesses to configure successful team works and measure risks to undertake in a project alone or with co-founders.

SCHEDULE

Thursday - 16:00 to 17:20

PSYCHOLOGY ELECTIVE COURSE

**Course Catalogue Santiago
2nd semester 2019**



María 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.

SPORT PSYCHOLOGY AND HUMAN PERFORMANCE

Psychology Elective Course
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

Wednesday - 13:00 to 14:20 / 14:30 to 15:50



COMMUNICATION COURSES

**Course Catalogue Santiago
2-2019**



Catalina Guzmán

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.

Global Trends

Communication Core Course Course Code PEI423

ABOUT THE COURSE

This course aims to provide a vision of global citizenry for students. It is an opportunity for young professionals to develop a sharp attitude towards understanding and expressing today's most important issues as they are able to identify, explain and relate social, economic and political trends. The academic program deals with topics as diverse as Wellbeing, Migration and Collaborative Economy which are analyzed under the light of the different perspectives and experiences of the students. Classes promote participation, promoting questioning and debate among students, in order for them to look for innovative ideas and fresh facts in a fast-paced changing world. Global Trends is an opportunity to share insights and explore best ways of communicating ideas in a world overflowing with information.

This subject contributes to the formation of the generic competences of the UDD global vision, analytical vision, communication, autonomy and ethics, promoting the journalistic competencies related to research, selection and integration of the information, and evaluations are related to elaboration of journalistic products for diverse formats and platforms, testing students' creativity and adaptation to the environment.

SCHEDULE

Section 1: Tuesday - 11:30 to 12:50 / 13:00 to 14:00

Section 2: Tuesday - 14:30 to 15:50 / 16:00 to 17:20



Catalina Guzmán

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.

CREATIVE INDUSTRIES

Communication Elective Course 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 skill based approach of the course aims to motivate students to approach their own creative niche in the future by providing a "guided tour" across a range of selected creative disciplines. This unique ability to study and connect different creative disciplines gives students a valuable insight of the creative industries and beyond. The entrepreneurial attitude and creative skills students develop in this course build on their capacity to identify future career opportunities and enhance their employability and professional satisfaction.

SCHEDULE

Tuesday - 17:25 to 18:45 / 18:50 to 20:10



Michelle Kang

Michelle graduated from the School of Business at Stanford University and has a Master of Arts in Education, Policy Organization & Leadership Studies. She also has a B.A in Environmental Studies with a minor in Africana Studies and participated in MIT D-Lab: WASH. Michelle is a creative altruist who thrives in diverse cultural contexts, she loves finding people-centered solutions to complex social problems. Currently, she is an Independent Consultant who helps educational organizations create and scale high-quality learning experiences.

Intercultural Communication

Communication Elective Course
Course Code DRI354

ABOUT THE COURSE

What is culture? How do we communicate effectively with each other when we all come from such different cultural perspectives?

An internationally competitive education requires students to be aware of their own identity and culture, and how they interact with the identity and culture of others. This is especially critical to an increasingly globalized world wherein collaborating with colleagues of other cultures is inevitable. Through this class, we will learn several intercultural frameworks to guide students' understanding of culture and communication. They will also embark on a project with partners of different cultures, allowing them to apply theory into practice.

SCHEDULE

Monday - 17:25 to 18:45 18:50 to 20:10

ENGINEERING ELECTIVE COURSES

**Course Catalogue Santiago
2nd semester 2019**



Zöe Fleming

Zoe has a degree in Environmental Chemistry and a PhD in Atmospheric Chemistry from Edinburgh and Leicester Universities in the UK. She has worked in Oceanography, Atmospheric science and Environmental education. Since she moved to Chile a year ago has been working as a research associate at the Center for Climate and Resilience Research (CR2) at the University of Chile and also helping in the Engineering school at UDD on the development of small sensors for environmental monitoring.

HOW CAN WE FACE THE ENVIRONMENTAL CHALLENGES OF TODAY?

Engineering Elective Course Course Code IEL460A

ABOUT THE COURSE

This course will cover a variety of current environmental issues on a global and regional scale. We will look at the impact of humans on various environmental systems and analyse whether there are alternatives. We cover the topics of food and agriculture, industry, energy, transport, air, water and land pollution and analyze these themes with case studies and by reading recent papers, articles and watching videos. During a field trip to the nearby mountains we will look at various techniques for assessing environmental pollution.

We will analyze how society can improve current problems, talking about social movements, legislation, activism and citizen science. During each class you will prepare presentations or carry out role-plays with the rest of the class. During the final month each student will work on a local case study or pilot project on an environmental issue and present this both orally and in a written report.

SCHEDULE

Tuesday - 11:30 to 12:50 / 13:00 to 14:20

BUSINESS - ENGINEERING ELECTIVE COURSES

**Course Catalogue Santiago
2nd semester 2019**



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.

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 - 16:00 to 17:20 / 17:25 to 18:45



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.

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

Tuesday - 17:25 to 18:45 / 18:50 to 20:10