

GLOBAL CLASSROOM

**Courses taught in English
Campus Santiago**

1ST SEMESTER 2020



Universidad del Desarrollo
Dirección de Relaciones Internacionales

TRACK COURSES

Course Catalogue Santiago
1st semester 2020



PABLO BORAQUEVICH

Studies Cinema at the 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



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 his 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.

TERRORISM AND COUNTER TERRORISM

Public Responsibility Track Course
Course Code TRR394

ABOUT THE COURSE

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

Terrorism has unique links to communication and these will be explored in various ways – consideration of acts of terror, recruiting new terrorists, and issues in evaluating effective and ineffective means of fighting terrorism.

SCHEDULE

Monday and Wednesday - 14:30 to 15:50



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 a 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.

CHILEAN IDENTITY EXPRESSIONS THROUGH POPULAR CULTURE

Humanities Track Course
Course Code TRH261

ABOUT THE COURSE

Come and observe Chile through a magnifying glass to learn about Chilean identity expressions through popular culture. Cultures are more than a postcard. Peculiar and essential features of "Chilenidad" can be appreciated in a complex and dynamic grid. I invite you to share discussions and contribute within three units; your observations and analytical understanding plus value the of our heritage of customs, traditions, concepts, change and development, crisis and resilience that affect the population.

Participate actively in an interdisciplinary dialogue with an integrated approach that in a globalized world business oriented will result a great gain.

SCHEDULE

Tuesday and Thursday- 13:00 - 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 ASTRONOMIA EN INGLÉS

Science, Technology and Innovation
Track Course, section 2

Course Code TRC171

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

TMonday and Wednesday 13:00 - 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

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.

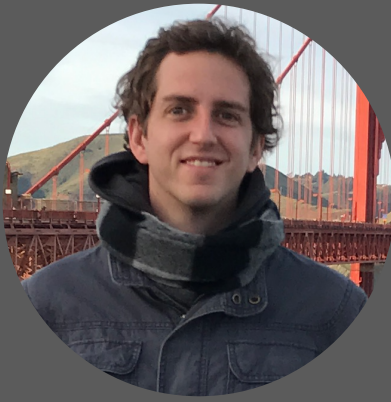
We will work combining the humanities (Sociology, Cognition, Epistemology and Philosophy) with science and technology to plan and take advantage of technology and become a leader.

SCHEDULE

Monday and Tuesday 13:00 - 14:20

OTHER DISCIPLINES (OD) COURSES - MINOR

**Course Catalogue Santiago
1st semester 2020**



Francio Iovi

Francio 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.

Francio 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 - 10:00 to 11:20 - 11:30 to 12:50

BUSINESS ELECTIVE COURSES

**Course Catalogue Santiago
1st semester 2020**



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.

CREATIVITY AND INNOVATION MANAGEMENT

Business Elective Course
Course Code RIC152

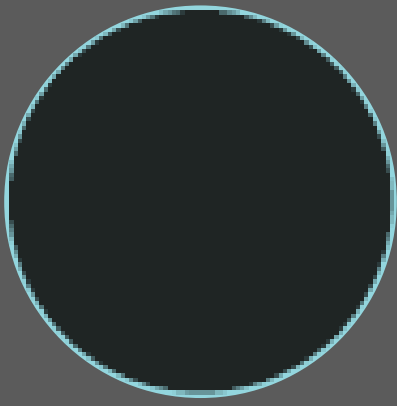
ABOUT THE COURSE

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's 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 a 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

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



Yet to be defined.

SOCIAL ENTREPRENEURSHIP

Business Elective Course

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



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.

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 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.

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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

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



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.

Alejandro Amunátegui

Experienced executive with a demonstrated history of working in demanding industries such as sales, banking and sports, carried out in companies such as PUMA, Banco BICE and Ganamos Todos, both in the United States and Chile. Highly skilled in negotiation, leadership and interpersonal skills. Strong business development professional with a Master's Degree in Entrepreneurship from Universidad Adolfo Ibáñez.

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 lack academic programs in this area, compared to over 200 universities in North America that offer sport management degree programs oriented at a bachelor, masters and doctorate level, same as 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



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

CONFLICT RESOLUTION: A SKILL FOR INNOVATION AND ENTREPRENEUSHIP

Business Elective Course
Course Code EEL852

ABOUT THE COURSE

We experience conflict on a daily basis in every area of our lives, with ourselves, with other people, between organizations, culture and even between nations. Innovation is change. Creativity is change. If you want to have control over your creative abilities and give them a deliberate purpose.

Today in such a complex, fast and interconnected world, the ability to resolve and manage conflicts is an essential skill that makes a difference. You will learn how to influence yourself and how to influence others. We will use a multidisciplinary approach based on business, science, anthropology, design, and philosophy.

SCHEDULE

Wednesday - 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.

CUSTOMER EXPERIENCE

Business Elective Course Course Code EELE742

ABOUT THE COURSE

Customers have more access to information and technologies than ever before thereby demanding a more personalized and more effective experience. Customer Experience (CX) / User Experience (UX) Design and Usability focuses will train student to improve the total customer experience competencies with global standards and guidelines. Interactive and practical methods and case studies take place to provide experience and expertise from both academic and practical perspectives to control the customer experience holistically across technology, brand and channel touchpoints. Creating compelling customer experiences is one of the most important current necessities in marketing, which has also arrived in mainstream marketing consulting. In a global economy, in which technology advantage and product life cycles are constantly decreasing, the way how to market products and services, and how to design internal processes which have impact on customer relationships, has become more relevant than ever.

SCHEDULE

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



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

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

BUSINESS CORE COURSES

**Course Catalogue Santiago
1st semester 2020**

EMPRENDIMIENTO I EN INGLÉS

Business Core Course

Course Code ECS219 section 4

ABOUT THE COURSE

Entrepreneurship is the set of skills, concepts and attitudes, oriented to the constant search for opportunities to create and innovate, considering at all times an ethical act, accepting challenges and facing uncertainty. It implies devising new and different solutions, to solve complex problems or situations in a changing context, as well as motivating oneself for achievements and for people, being able to lead others and collaborate with them, valuing teamwork. Finally, consider perseverance and resistance to failure to face the challenges in a positive, but realistic way.

SCHEDULE

Thursday - 08:30 to 09:50 / 10:00 to 11:20



Yet to be defined.



Hugo Mena Keymer

Ph.D. in Economics and Master of Science in Economics, at University of Rochester, NYC, USA. He is a Business Administrator with a major in Economics from the Pontificia Universidad Católica de Chile, an institution where he also worked as a teaching and research assistant. In 1979, he joined the Central Bank of Chile, where he first worked as an operator of the Central Bank money market and then as a member of the Open Market Operations Committee and advisor to the Financial Operations Management.

MACROECONOMÍA EN INGLÉS

Business Core Course

Course Code ECE227 section 4

ABOUT THE COURSE

Develop the ability to analyze and reflect on the problems of incentives faced by economic agents, and how they interact in the market through their decisions.

SCHEDULE

Tuesday and Thursday - 16:00 to 17:20



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.

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

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



Patrick Beroiza

Experienced professional with proven success with manufacturing, software, finance, and investment companies in the United States and Latin America. Strong ability to build and lead teams that meet and exceed established goals and expectations. Demonstrated skills in developing and maintaining key relationships. Master of Business Administration degree recipient. Background in change management and institutional turnarounds. Extensive knowledge in fixed income trading, financial analysis, corporate finance, and acquisitions.

FINANZAS II EN INGLÉS

Business Core Course

Course Code EEF321 section 4

ABOUT THE COURSE

This course aims for the student to understand financial theory and its relation to the allocation of resources and the existence of a Capital Market. Likewise, the student is expected to analyze practical situations demonstrating management of the theories learned, to finally evaluate and make decisions relevant to the company.

SCHEDULE

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

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COMMUNICATION COURSES

**Course Catalogue Santiago
2-2019**



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 where 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

wednesday- 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

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. 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

Thursday- 14:30 to 15:50 - 16:00 to 17:20



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.

NATION BRANDING

Communication Elective Course
Course Code RIC161

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 where 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- 10:00 to 11:20 - 11:30 to 12:50

BUSINESS - ENGINEERING ELECTIVE COURSES

**Course Catalogue Santiago
1st semester 2020**



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 trying 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

ENGINEERING ELECTIVE COURSES

**Course Catalogue Santiago
1st semester 2020**



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?

Business - Engineering Elective Courses
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

GLOBAL CLASSROOM

Course taught in English
Santiago Campus

1ST SEMESTER 2020



Universidad del Desarrollo
Dirección de Relaciones Internacionales