

GLOBAL CLASSROOM

Courses taught in English
1º Semester 2021



Universidad del Desarrollo
Dirección de Relaciones Internacionales

TRACK COURSES

Extradisciplinary courses that seek to reinforce the hallmark competencies of UDD:

Entrepreneurship and Leadership, Public Responsibility, Ethics, Autonomy, Communication, Efficiency, Analytical Vision and Global Vision.



PABLO BORAQUEVICH

Studied 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 achieved to complete 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.

INSPIRING THROUGH STORYTELLING

Entrepreneurship Track Course
Course Code TRE167, Section 2

ABOUT THE COURSE

This course will train you in how to be a great speaker with online tools.

You will learn and practice the 10 infallible steps to be successful in the art of Storytelling. Imagine being able to generate different chemical reactions in your audience so you can build better rapport.

Use your nonverbal language at the highest level. All this adapted to our new reality which is through a lens of a camera.

Schedule

Monday and Wednesday - 13:00 to 14:20



MARCOS MEERSOHN

Marcos is the clear example of a sedulous person. Highly self-motivated and goal oriented. "I have devoted over 20 years to the content of internationalization services for the world's innovative and leading companies.

This has developed my capacity for innovation and workforce management, along with years of experience in sales management, key account management and project management giving me a thorough view of these activities."

THE WORLD OF INNOVATION

Entrepreneurship Track Course
Course Code ETRI20201

ABOUT THE COURSE

This course seeks to give students the tools to analyze innovation worldwide, as well as to see how they are wired or not for it. We look into self-leadership, self-knowledge and what defines us as well as technology development and innovation cases.

Students will train in preparation, plan and take action 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 in regards with communication, leadership and self-awareness.

Schedule

Tuesday and Thursday - 13:00 to 14:20



MATT ERLANDSEN

Matt Erlandsen earned his bachelor's degree in Journalism in 2012 from the School of Communications at Pontificia Universidad Católica of Chile.

In 2014, Matthias received a Diploma in Communications and Public Policy from Universidad de Chile.

Currently, he is writing his dissertation for the Master's Degree in International Studies at the Institute of International Studies of Universidad de Chile.

The primary areas of his research comprehend social media and international relations, diplomacy and paradiplomacy, the UN 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 and background 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 context behind 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

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



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 the most pure 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 business oriented globalized world will result a great gain.

Schedule

Tuesday and Thursday - 13:00 to 14:20



SERGIO MANCINELLI

Electronic Civil Engineer from Universidad de Concepción with MBA (Universidad del Desarrollo), dedicated to technological innovation, in the design, development and implementation of new technologies, to help companies and professionals to deliver more value to their clients.

He serves as General Manager at Xenitt, in prospecting new business, contact with clients and designing IoT technology systems.

ARTIFICIAL INTELLIGENCE

Science, Technology and Innovation
Track Course - Course Code CTR20193

ABOUT THE COURSE

Computer and communications technology has advanced at an accelerated pace in the past decades, reaching a power level that enables us to solve very complex problems. For example many of the press articles you read today are not written by humans, but by machines. and they are perfect, computers beat the big chess champions in the blink of an eye, Amazon knows with great precision what you want, Siri and Alexa talk back to you as humans and do what you request, the best part is that they improve their response as they interact with you, understanding your speech and meaning better and better.

The main objectives of this course are to explore applications of AI and its limitations, and discuss a few basic AI techniques such as knowledge representation, problem solving, heuristics, learning, neural networks and genetic algorithms. We will work on a very simple application project during the semester using tools available in the Internet.

Schedule

Wednesday and Friday - 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

Entrepreneurship Track Course - Course Code TRE401

ABOUT THE COURSE

This is an introductory course that explains a broad set of ways to start up 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 ever more 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

Wednesday - 19:00 to 20:20 / 20:30 to 21:30

BUSINESS ELECTIVE COURSES





PABLO BORAQUEVICH

Studied 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 achieved to complete 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.

CREATIVE LEADERSHIP IN CHAOS

Business Elective Course
Course Code DRI355

In times of paradigm shifts, our body and brain tend to save energy in order to keep us alive. The big question is: Do you want to survive or to excel? Through a number of exercises, you will gain the ability to react in a positive way in front of dramatic changes. Improve your leadership skills learning how to support an environment of creativity, and innovation, think outside-the-lines no matter the context and be the guide for those who can't.

Schedule

Tuesday and Thursday - 10:00 to 11:20



MARIO REYES

BA and M.Sc. in Sociology and MPA in Development, Technology and Innovation Policy at University College London.

Professional with more than 10 years of experience in leading and supporting innovation management & development consulting, industry-academy engagement, research and training projects in 13 Latin American countries and The Caribbean.

Mario has several years of experience working for Science & Technology and innovation government agencies, university innovation & tech transfer offices, R&D and innovation corporate departments. Also, international development organizations, chambers of industry and commerce, research centres, NGOs and start-ups. He's an experienced workshop facilitator in training programs, adapting and implementing innovation management methodologies for Start-up founders, university students, academics, public servants, and corporate executives.

Mario is co-author in two publications in collaborative doctoral programs best practices, and comparative analysis of entrepreneurship policies in Latin America.

FUTURE SCENARIOS & SOCIAL CHANGE IN THE EMERGING ECONOMIES

Business Elective Course

Course Code DRI357

ABOUT THE COURSE

In a world that is becoming increasingly complex, uncertain and volatile, countries in the “Global South” will have to adapt to a changing world.

This course is an introduction to the field of Futures Thinking and Foresight, using its tools to assess the new risks that threaten social and economic development in the emerging economies.

Understanding future and imminent risks (e.g. the impacts of climate change, social and political instability) and developing capacities for anticipation will help tomorrow's leaders to emerge in economies that aim to respond more effectively and less reactively, and thus adapt to unprecedented challenges.

Schedule

Tuesday and Thursday - 08:30 to 09:50



MANFRED A. BRAUCHLE

Doctor © Universidad Rey Juan Carlos, Madrid; MBA University of Chicago; BBA University of Notre Dame, Indiana.

Manfred Brauchle has an extensive academic and business curriculum. Over 40 years of teaching experience at various institutions worldwide, in which we should highlight Universidad del Desarrollo, Universidad Católica de Chile, Universidad de Chile, Universidad Finis Terrae, Universidad Mayor, Frankfurt School of Finance and Management, Swiss Management Center University (Switzerland), Fachhochschule Wien (Austria) among others.

His field of study and professional career nowadays comprise Strategy, Marketing, International Business and Management. He has worked in the private sector in several companies both in consumer and industrial areas in first line management positions.

He also developed and directed MBA and other postgraduate programs at two leading universities in Chile.

CHANGE MANAGEMENT: SKILLS TO SUCCESSFULLY LEAD ORGANIZATIONS

Business Elective Course
Course Code DRI356

ABOUT THE COURSE

The objective of this course is to deliver the appropriate knowledge on the process of change management, i.e. how the process and implementation of change management unfolds within companies. Concretely, we will center our attention on seven major topics:

- Images of managing change
- Why organizations change
- What changes in organizations
- Diagnosing change
- Resistance to change
- Implementing change
- Strategies and skills for communicating change

In this course we will analyze and discuss real lifetime cases that provide us different contexts for applying the concepts learned. Thus, an important objective in this course is to help the student to develop a framework for thinking in terms of how to approach a change process. As well as to learn to appreciate the tools and techniques available, understand the contexts and in the final analysis learn how to apply creative solutions to complex situations.

Schedule

Tuesday and Thursday - 14:30 to 15:50



Francisco Gutiérrez

Francisco studied Business in Universidad Alberto Hurtado and a Global MBA from Universidad de Chile. He also holds a Master on Innovation degree from Universidad de Barcelona (Spain).

Award winning technology transfer professional with more than 12 years of experience as an entrepreneur and mentor in the search for positioning Chile as the country with the best culture of innovation in Latin America.

Francisco has extensive experience on social entrepreneurship by working on the conservation of forests and communities in Chilean Patagonia, supporting designers, nutritionist, and food engineers to create the food of the future, and also supporting tourism start-ups to protect historical heritage and also teaching in rural and low-income sectors in Chile, Uruguay and Australia.

He's an expert on various world innovation hubs (North America, Europe, Africa, Asia, Central, and South America) and in this course, he seeks to give his students a taste of knowing the social challenges in developed and developing countries, either in an NGO, public and private context.

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

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



Gerard Prins

Professor of Creative and Strategic Development and Innovation in Amsterdam Graphic Academy. Magister 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.

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



Harold Mayne-Nicholls

Chilean lawyer who has traveled throughout Chile seeking to promote the practice of sports and physical activity. Nowadays, Harold works at Fundación Ganamos Todos, as a social sports manager, having participated in practicing football, basketball, tennis, volleyball, boxing, among other sports events, and being in charge of several international trips with Chilean local governments.

Harold 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.

Nicolás Tomic

Nicolás is a graduate Lawyer from Universidad de Chile, with a Diploma in Sports Management and Regulation from Pontificia Universidad Católica de Chile. He has been working in sports, specifically in Fundación Ganamos Todos, where he was in charge of various projects involving sports infrastructure, sports competitions, and sports clinics, among other matters. He worked as an assistant teacher of this class in the second semester of 2020. Nicolás is a Chilean/North American citizen.

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 among other 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 of academic programs in this area, compared to more than 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

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

BUSINESS CORE COURSES





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.

ENTREPRENEURSHIP I

Business Core Course

Course Code ECS219 section 5

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

Wednesday - 16:00 to 17:20 / 17:30 to 18:50



Juan Francisco Staudt

Juan Staudt is a professional with a diverse background and experience; half-German and half-Argentine, this industrial engineer has been 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's class 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

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

Thursday - 16:00 to 17:20 / 17:30 to 18:50



Richard Araya

Dr Araya holds a Mechanical Engineer degree and various postgraduate studies academic degrees, including both an MBA in International Business and a Doctorate in Business Administration with Strategic Management specialization awarded by Tulane and Case Western Reserve University in the USA respectively. Additionally,

Dr Araya has a vast experience in a range of senior international management positions in South America in the fields of Energy and Oil & Gas, General Insurance, Mining and Engineering and Infrastructure Construction. Today, he is a Part-time lecture at Universidad de Chile and UDD University also is member of several Boards and Senior Consultant in operational and risk performance strategy for companies in Chile and South America.

STRATEGY

Business Core Course

Course Code ECG426 section 4

ABOUT THE COURSE

Strategy deals with decisions that fundamentally influence the direction of the companies and the effective implementation after the direction chosen. It addresses the; Strategic positioning, Organizational Structure, and Resources & Capabilities of the organization to create, capture, and sustain competitive advantage to create value. As a consequence of economic value creation, management also must make decisions concerning the appropriation (value capture) of this value across stakeholders.

As a result of knowing all theoretical models that the course programs presented nowadays in strategy, in the course, you will develop your skills at:

- Understanding how firms create, capture, and sustain competitive advantage.
- Analyzing strategic business situations and formulating strategy.
- Prepare for the Implementing strategy and organizing the firm for success.

Schedule

Monday 08:30 to 09:50/10:00 to 11:20



Patrick Beroiza

Experienced professional with proven success in 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, Patrciks holds a Master in Business Administration degree. Background in change management and institutional turnarounds. Extensive knowledge in fixed income trading, financial analysis, corporate finance, and acquisitions.

FINANCE II

Business Core Course

Course Code EEF321 section 5

ABOUT THE COURSE

This course aims for the students 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 17:30 to 18:50/ 19:00 to 20:10

PSYCHOLOGY ELECTIVE COURSE





MARÍA PAZ OCAMPO

Coach and Psychologist with a wide and impressive formation. María Paz has developed an important career regarding Sports. She has a Master in Sports Psychology and Sports Management Specialist. Nowadays she's a 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 COACHING

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, the course 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

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

POLITICAL SCIENCE ELECTIVE COURSE





**MATT
ERLANDSEN**

Matt Erlandsen earned his bachelor's degree in Journalism in 2012 from the School of Communications at Pontificia Universidad Católica of Chile.

In 2014, Matthias received a Diploma in Communications and Public Policy from Universidad de Chile.

Currently, he is writing his dissertation for the Master's Degree in International Studies at the Institute of International Studies of Universidad de Chile.

The primary areas of his research comprehend social media and international relations, diplomacy and paradiplomacy, the UN System and International Organizations.

He has also worked for the public and private sector as consultant in PR and digital communications.

DIPLOMACY IN THE 21ST CENTURY

Political Science Elective Course
Course Code DRI358

ABOUT THE COURSE

This course analyzes the distinction between foreign policy and diplomacy. It delves into the history of diplomacy and considers the accretion of diplomatic norms and laws. It explores traditional (bilateral, political, consular, and headquarters), as well as non-traditional (multilateral, public, summit, 'networked', etc) diplomacy. We address thinkers and theories of diplomacy. Students will present these and other matters to the class.

We will conclude by discussing key issues in diplomacy, including personal/professional ethics such as dissent, and career diplomacy. This course provides students with an understanding of the institution of diplomacy—where it comes from, who are its actors, how it functions, and how it is evolving. Students learn how diplomats contribute to the development and execution of foreign policy. In addition to the practical aspects of the course, students are introduced to theoretical bases for diplomacy. While traditional scholars of diplomatic studies equate diplomacy with negotiation per se and we take up some aspects of negotiation and mediation (e.g., cross-cultural communication),

Schedule

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

COMMUNICATION ELECTIVE COURSE





Patricio Soto -Aguilar

Award-winning, multimedia content creative, Master in Cultural and Creative Industries from King' College London, United Kingdom, and certified in Intellectual Property from Pontificia Universidad Católica de Chile.

Patricio Soto-Aguilar has more than 10 years of working within the creative industries, creating content for advertising agencies, production companies, worldwide brands, cultural centers, performing arts groups, and professionals from Chile, Colombia, Indonesia, Greece, and the UK.

Mainly working with advertising agencies, production companies and directly with a diversity of world-renowned brands such as Nestlé and Concha y Toro, Patricio has developed unique insights into a wide range of industries, as an executive producer, freelancer, and employee.

He has developed a multidisciplinary international career creating, producing, and directing a wide variety of audiovisual content, exhibiting his work in Latin America, Europe, and Asia and for the third consecutive year, assumed as the first-round juror for the global media marketing awards PROMAX

CREATIVE INDUSTRIES

Communication Elective Course Course Code RIC162

ABOUT THE COURSE

Creative Industries have become a valuable dynamic emerging sector key in our contemporary lives, comprised of a wide range of creative disciplines, also incorporating significant components of entrepreneurship and innovation.

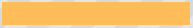
This course examines how creative industries have developed across the world through case study analysis and theoretical resources, identifying their growth, reach, strengths, and challenges. Students will be able to ground the content of this module to their own creative discipline of interest, reflecting upon the development of such industries from a global scale to their own particular contexts, identifying the potential of their own creative endeavors.

By the end of the course, students will be able to gain insight into the creative industries and their components, becoming aware of the issues and current debates around them. They will also acquire a set of tools and knowledge to identify future career opportunities or develop a creative endeavor of their own.

Schedule

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

BUSINESS-ENGINEERING COURSE





Pedro Bulnes

Pedro is the 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, developing consultancy services and did a Master in 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. Pedro is passionate about finding solutions to industrial challenges, actually he's constantly visiting different industries looking for an opportunity.

Originally from Santiago, Chile, Pedro speaks English, Spanish and Italian.

RECYCLING AND UPCYCLING

Business - Engineering Elective Courses
Course Code RIC166

ABOUT THE COURSE

Recycling & Upcycling (R&U) is a course that studies 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

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