

GLOBAL CLASSROOM

Courses taught in English
Course Catalogue Concepción
2-2018

20
18



Universidad del Desarrollo
Dirección de Relaciones Internacionales



OTHER DISCIPLINES (OD) COURSES - BASIC

Course Catalogue Concepción
2-2018

CHILEAN CULTURE

Other Disciplines (OD) Courses - Basic

Course Code: ROBI20161



ABOUT THE COURSE

The course "Chilean Culture" has the intention to help students explore different cultural and historical issues in order to gain a better understanding of concepts and dynamics that make Chilean society and culture function. It also remarks different geographical/ social features to convey the greatness of unique aspects of the country.

In order to achieve this goal, the course is structured in three units: Everyday life & customs: Historical events & business: Archeology, Art & People's expression. Students will be encouraged to participate in class, to read, to research, to view documentaries / films and to discuss selected material dealing with past and current topics, attitudes and perceptions prevalent in some parts of the country. Students will be encouraged to build and express a personal well-documented opinion on the subject matter.

SCHEDULE

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

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

CAMPUS

Ainavillo

CARLOS YACOMÁN

ESL Teacher, Universidad de Chile, Santiago, UDD Concepción, Northamerican Institute, Concepción. Carlos Yacomán Muñoz is an ESL (English as a Second Language) Teacher who features a broad experience in teaching communicational and technical English for both university students and professionals in the academic, industrial and business areas. By doing so, he has taught communicative English at UDD and other universities in the Greater Concepción area for undergraduate and graduate students programs, as well as for administrative staff. He has also been committed in communicative approach at the Northamerican Institute in Concepción for more than twenty five years. On the other hand, he has worked since the year 1990 as technical translator at on-site jobs in various industrial facilities in the Bio-Bío Region, mainly in the forest-based industry, i.e., sawmills and pulp mills. His performance as translator also includes written translation work in the technical, business and legal areas. Over the last few years, he has also been involved in preparing English international proficiency tests such as TOEFL and IELTS for university students and professionals, as well as in the teaching of English courses comprising international cultural issues at UDD.

Finally, he has been eager in guiding foreigners through various historically or culturally attractive spots in the Concepción area.

BUSINESS CORE COURSES

Course Catalogue Concepción
2-2018

MARKETING II

Business Core Courses

Course Code: ECM326 Section 3



ABOUT THE COURSE

The Customer Strikes Back! This sequel to the Marketing study of firm-level is an advanced look through at Markets, Segments, Brands, Products and Channels, through the lens of Customer Driven strategy. Consumers are more empowered with access to more information and mis-information than ever before. In this modern consumer paradigm, successful firms and entrepreneurs are the ones that not only manage in a consumer-centric manner but also have found novel ways to involve consumers throughout the product and service generation phases to the marketing phase by establishing Brand Ambassadors.

This modern look at applying marketing strategy, tactics, and activities to drive corporate direction applies Marketing I, finance, and management principles to cases and readings to analyze and prescribe a realistic success journey. All material presented in English. In this modern world, what is marketing?

SCHEDULE

MONDAY: H7 (16:50 - 18:10)

FRIDAY: H5 - H6 (14:00 - 16:50)

CAMPUS

Ainavillo

VIK MURTY

Vik is currently a marketing consultant, co-founder of group7foods in the United States, and is an award-winning professor here at UDD. His passions are well represented in his classes: all things food, travelling, and photography.

Vik has launched products for and served as key spokesperson for a variety of cutting edge consumer technology brands including DIRECTV, Mitsubishi, and Samsung. His obsession for understanding consumer buying behavior led him to join and grow the online shopping tech company Channel Intelligence, which after key product launches was successfully sold to Google. His proven storytelling methodology permeates all of his consulting and classes with uniquely developed applications in brand marketing, new product launch, and effective persuasion.

Vik's travels have taken him all over the world to over 45 countries with experience working in Asia, Europe, and the Americas. He has lived in a variety of metropolitan locations throughout the US, and growing up spent extensive time in Germany, India and Australia. He now lives with his wife and daughter in Chile spending time in Concepcion and Santiago.

BUSINESS ELECTIVE COURSES

Course Catalogue Concepción
2-2018

INTERNATIONAL MARKETING

Business Elective Courses

Course Code: ROBI113



ABOUT THE COURSE

International Marketing focuses on the challenges as well as opportunities of marketing new and existing products in the global marketplace. Marketing techniques employed in the home country may also be applied internationally, but they need to be modified in order to fit the specific needs of international business. Accordingly, allowance has to be made for the different cultural, economic, technological, political and legal environments in each country, and the impact these factors will have on the marketing process, ranging from marketing research to promotional campaigns, the understanding of cross-cultural diversity is important in this respect.

This unit has been structured to follow the marketing activities of a business from the original decision to internationalize through to the planning and implementation stages of marketing internationally. In this unit, the various marketing concepts, such as product development distribution networks, pricing and promotional methods, are taken into consideration from a cross cultural perspective.

SCHEDULE

WEDNESDAY: H7 - H8 (16:50 - 18:10)

CAMPUS

Ainavillo

STEVE BAEZA

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

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

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

TECNOLOGY STRATEGY AND BUSSINES INNOVATION

Bussines Elective Courses

Course Code: ROBI113



ABOUT THE COURSE

Consumers and businesses alike are both increasingly more empowered and more critical of the way companies interact with them. This course analyzes several aspects of business concept innovation, technology development Camp: strategy essential for business managers.

Major sections of the course focus first on creating and managing unique and complex business models such as platforms and networks, on exploring technology development and product management with hands-on tech workshops, and finally business cases and an exposure to broad spectrum of current technology topics.

Technology today directly affects competitive advantage for each and every company regardless of industry. Increasingly, processes are qualified with data and metadata. The class will explore the effect of tech on supply chain to financial modeling to decision making. This course is for every business student to become technologically literate and to understand the unique issues dealing with a new world of commerce enabled by innovation.

SCHEDULE

TUESDAY: H8 (18:15 - 19:40)

THURSDAY: H8 (18:15 - 19:40)

CAMPUS

Ainavillo

MARCOS MEERSOHN

Highly self-motivated and goal-oriented I have devoted over 20 years to the content internationalization services for the world's leading companies. This has developed my capacity for innovation and workforce management, along with years of experience in sales management, key account management and project management giving me a thorough view of these activities.

COMMUNICATION ELECTIVE COURSES

Course Catalogue Concepción
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GLOBAL TRENDS

Communication Elective Courses

Course Code: ROBI113



ABOUT THE COURSE

This course seeks, on the one hand, that students perform in English, informing and communicating in this language, meanwhile on the other hand, students should also be able to identify, explain and analyze socio-cultural, economic and political global trends. This course belongs to the second cycle of studies, Bachelor, and is in line with professional knowledge and skills. This course contributes to the formation of the general skills of the UDD's global vision, analytical insight, communication, autonomy and ethics, and to the specific skills related to the Journalism major such as research, selection and integration of information, development of journalistic products of varying formats and platforms, creativity and adaptation to the environment.

SCHEDULE

FRIDAY: H6 - H7 (15:25 - 18:10)

CAMPUS

Ainavillo

SEBASTIAN ADLERSTEIN

Bachelor of Science in International Business, St. Cloud State University (SCSU).

Specialized in G.R. Herberger College of Business with international accreditations by the Association to Advance Collegiate Schools of Business, AACSB, International Real Estate Federation.

Specialized in Emerging Economies in the cases of South Korea, Thailand, Cambodia, Malaysia, China and Singapore.

He has work as an International Representative of Chile in different programs related to the Economics and as International Manager of the Chamber of Production and Commerce of Concepción.

During his teaching career, he has worked in the MBA program at the University of the Santísima Concepción and currently works as a professor in the Commercial Engineering and Journalism careers at Universidad del Desarrollo.

TRACK COURSES

Course Catalogue Concepción
2-2018

MAN VS TECH

Track Course

Course Code: ROBI113



ABOUT THE COURSE

Technology is more than mere machine. The accelerating pace of innovation has both positive and negative consequences to the human condition. Much of what society analyzes and prepares for in education is evolutionary and not revolutionary. This class will explore the unique transformation of the fabric of society, industries, firms and individuals due to revolution spawned by this global technology revolution.

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

SCHEDULE

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

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

CAMPUS

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MARCOS MEERSOHN

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