

COURSES TAUGHT IN ENGLISH

GLOBAL CLASSROOM

FIRST SEMESTER 2021



Universidad del Desarrollo
Dirección de Relaciones Internacionales

GLOBAL CLASSROOM

TRACK COURSES

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ENTREPRENEURSHIP TRACK

THE WORLD OF INNOVATION

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.

ENTREPRENEURSHIP TRACK

INSPIRING THROUGH STORYTELLING

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.

ENTREPRENEURSHIP TRACK

TECH VENTURES

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.

PUBLIC RESPONSIBILITY TRACK

TERRORISM AND COUNTER TERRORISM

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.

HUMANITIES TRACK

CHILEAN IDENTITY EXPRESSIONS THROUGH POPULAR CULTURE

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.

ARTIFICIAL INTELLIGENCE: A TECHNOLOGY FOR EVERYONE

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.

GLOBAL CLASSROOM

BUSINESS-ENGINEERING COURSE

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BUSINESS-ENGINEERING COURSE

RECYCLING AND UPCYCLING

This course 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.

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.

GLOBAL CLASSROOM

PSYCHOLOGY ELECTIVE COURSE

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SPORT PSYCHOLOGY AND HUMAN PERFORMANCE COACHING

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.

GLOBAL CLASSROOM

BUSINESS ELECTIVE COURSES

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BUSINESS ELECTIVE COURSES

CREATIVE LEADERSHIP IN CHAOS

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.

BUSINESS ELECTIVE COURSES

FUTURE SCENARIOS & SOCIAL CHANGE IN THE EMERGING ECONOMIES

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.

BUSINESS ELECTIVE COURSES

CHANGE MANAGEMENT: SKILLS TO SUCCESSFULLY LEAD ORGANIZATIONS

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.

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 frameworks 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.

BUSINESS ELECTIVE COURSES

SOCIAL ENTREPRENEURSHIP

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.

BUSINESS ELECTIVE COURSES

CREATIVITY AND INNOVATION MANAGEMENT

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.

BUSINESS ELECTIVE COURSES

SPORTS MARKETING MANAGEMENT

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.

BUSINESS ELECTIVE COURSES

NEGOTIATION AND DEAL MAKING

Negotiation skills are developed through life-cycle learning and practicing. During this course we will jointly explore how to help ourselves and others deal with conflict, solve problems, make deals, and preserve relationships, we will look for and build on areas of agreement rather than following the natural tendency to focus on areas of conflict, harmonizing our lives as human beings and enhancing our value as professionals. Therefore it's expected that students recognize key elements for the design, development and implementation of negotiation's process through analysis of specific case studies.

The student should be able to identify the primary and collateral topics of the negotiation process, positions and interests involved; develop a range of possible solutions and design the process of negotiation, reaching the outcome through real-life simulation process.

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