

GLOBAL CLASSROOM

COURSES TAUGHT IN ENGLISH



COURSE
CATALOGUE

1° SEMESTER 2022



TRACK COURSES



COURSE
CATALOGUE

"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."

OPEN FOR:

- ALL UDD STUDENTS
- INTERNATIONAL STUDENTS FROM ALL MAJORS

THE WORLD OF INNOVATION

Entrepreneurship Track Course

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, nonprofit, government, etc. The class engages in Introspection specifically in regards with communication, leadership and selfawareness.

COURSE CODE

ETRI20201

SCHEDULE

Tue. & Thu.
13:00 - 14:20

CREDITS

10

CELE



OPEN FOR

CCP
ONLINE



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."

ENTREPRENEURSHIP IN CREATIVE INDUSTRIES

Entrepreneurship Track Course

ABOUT THE COURSE

This course will help you comprehend the importance of the creative industries in the development of innovation and productive ecosystems, acquiring new industry-specific tools, skills and competencies. The theoretical-practical development looks forward to fostering autonomy in the collective work of students through debating as well as the application of knowledge through diagnosis and proposal capacity. It is expected also, that the students can apply their new knowledge in real work through an active relationship with local organizations.

COURSE CODE

ETR20214

SCHEDULE

Tuesdays
11:30 - 14:20

CREDITS

10

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PATRICIO SOTO AGUILAR

Award-winning, multimedia content creative, Master in Cultural and Creative Industries from King's College London, United Kingdom, and certified in Intellectual Property from Pontificia Universidad Católica de Chile. Patricio has more than 10 years of experience within the creative industries, creating content for advertising agencies, production companies, worldwide brands like Nestlé and Concha y Toro, cultural centers, performing arts groups, and professionals from Chile, Colombia, Indonesia, Greece, and the UK. 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.

A man in a plaid shirt is speaking into a microphone, with a blurred audience in the background.

INSPIRING THROUGH STORYTELLING

Entrepreneurship Track Course

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.

COURSE CODE

ETRI20191

SCHEDULE

**Mon. & Wed.
13:00 - 14:20**

CREDITS

10

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ON CAMPUS**



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.

ARTIFICIAL INTELLIGENCE: A TECHNOLOGY FOR EVERYONE

Science, Technology & Innovation Track Course

ABOUT THE COURSE

Computer and communications technology has advanced at an accelerated pace in the past decades. 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 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.

COURSE CODE

CTR20193

SCHEDULE

Wed. & Fri.
13:00 - 14:20

CREDITS

10

CELE



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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.



HUMAN V/S TECH

Science, Technology and Innovation Track Course

ABOUT THE COURSE

Technology is more than mere machine. The accelerating pace of innovation has both positive and negative consequences of the human condition. Much of what society prepares us for is for evolutionary and not revolutionary change. 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. Analyses will include cross-industry innovations, global perspectives, entrepreneurial growth and organizational challenges, and most importantly individual preparedness to function in any profession.

COURSE CODE

TRC180

SCHEDULE

Tue. & Thu.
13:00 - 14:20

CREDITS

10

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VIK MURTY



Vik is currently a marketing consultant, co-founder of group7foods in the United States, and is an award-winning professor at UDD. He 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.

UNDERSTANDING THE BASICS OF CLIMATE CHANGE SCIENCE

Science, Technology and Innovation Track Course

ABOUT THE COURSE

In this course you will learn about the scientific evidence for Climate Change. We will achieve this through analysis of articles, videos, and group discussions. The aim is to hone your comprehension of scientific principles and apply critical thinking skills to contemporary environmental topics and case studies. We invite you to be part of the current wave of "climate action", bringing new ideas and suggestions to the table, in order to build a more resilient society and achieve the Sustainable Development Goals set by the UN in 2015 for a better world by 2030.

COURSE CODE

TRC460

SCHEDULE

Wednesdays
13:00 - 15:50

CREDITS

10

CELE



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ZOE 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 she 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.

INTRODUCTION TO ASTRONOMY

Science, Technology and Innovation Track Course

ABOUT THE COURSE

Have you ever wondered how is the Milky Way or how do stars form? In this course, we will answer those questions and many more. We will travel from the smaller objects in the Universe, like asteroids, to the larger structures like galaxy clusters and dark matter distribution. This course is for you if you are interested in astronomy or passionate about it. The human being has always wondered about his place in the Universe, and this course will help you answer that question on your own.

COURSE CODE

TRC174

SCHEDULE

Mon. & Wed.
13:00 - 14:20

CREDITS

10

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RICARDO RAMÍREZ

Ricardo Ramirez has an MBA in Astrophysics from Universidad de Chile and is currently studying a Ph.D. with a focus on Exoplanets. He has worked in research that includes Spectro-Astrometry in detecting new exoplanets, the possible detection of Proxima b transit; Transmission Spectroscopy of LHS 1144 b, and recently, Transmission Spectroscopy of LTT 9779 b. All that research to understand the planet's formation and develop techniques that, possibly in the future, find signatures of life.

He has been teaching in the Universidad de Chile since 2014 that include a course in Astrobiology, and become a professor at Universidad del Desarrollo in 2020.

A THOUSAND YEARS OF ART AND SYMBOLISM

Humanities Track Course

ABOUT THE COURSE

The study of the past is normally understood as a sequence of dates, events and notable people, but an alternative and fascinating way to understand cultures and societies of previous centuries is by means of the objects produced. Students in this course will interact in group discussions, analyse images, videos and texts, and prepare oral presentations and infographics so as to understand how Europeans in the Middle Ages thought of the world and themselves and how objects are an expression of the cultures that produced them, even to this day.

COURSE CODE

TRH440

SCHEDULE

Mon. & Wed.
13:00 - 14:20

CREDITS

10

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JOSÉ MANUEL CERDA

Editor of the portal agemedia.cl, José was a postdoctoral researcher at the National Commission for Scientific and Technological Research of Chile (CONICYT)

Doctorate in Medieval History on the Councils of Henry II of England, University of New South Wales, Australia, with doctoral research internships at the University of Oxford and the University of St Andrews.

Founder and Director of the Center for Medieval Studies of the Gabriela Mistral University (2010-2019) and of the Chilean Journal of Medieval Studies (2012), He was Dean of the Faculty of Humanities (2013-2014) and Academic Vice-Rector of the Gabriela Mistral University (2014-2017).

Design and conduct historical trips with a medieval theme at Universal Tourism Agency.

INTERVENTIONS IN PUBLIC SPACE

Humanities Track Course

ABOUT THE COURSE

Art in public space involves a triadic relationship between the artist(s), the community(ies) and the institution(s) in which the artwork is developed. This course is an introduction to the praxis of art in public space as developed internationally and in Chile since the 1960s to today. Students will obtain a familiarity with the city of Santiago through its public spaces and interventions, discuss and analyze the theories developed from public art practice and propose an intervention in a public space.

COURSE CODE

TRH242

SCHEDULE

Tue. & Thu.
13:00 - 14:20

CREDITS

10

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ANTHONY MCINNERY

Anthony (PhD architecture) is a visual artist, designer and academic as fellow at the University of Newcastle (Australia) and member of the RMIT University Contemporary Art, Society and Transformation (CAST). McInnery has been commissioned to create temporary public artworks for the City of Melbourne, Australia – Environment Commissions and Laneway Commissions – and to create permanent public artworks as part of the VicHealth (Victorian Government Health Promotion Foundation, Australia) Art and Environment scheme. He creates temporary interventions and undertakes research in the contemporary forms and uses of the street, the plaza and the park. Between 2004 and 2010 he designed and implemented a public art program for local government in Australia focused on young people, the outer suburbs and urban renewal.

WOMAN'S LIFE IN AFGHANISTAN: LEADERSHIP AND SOCIAL ENTREPRENEURSHIP

Public Responsibility Track Course

ABOUT THE COURSE

This course introduces students to the challenges, opportunities, and achievements of women leaders and entrepreneurs in Afghanistan, and how they interact with other women around the world. It also examines the performance of successful women from this country. Through this course, students will not only be able to understand about women's life in Afghanistan but also, they will have a general knowledge about Afghanistan's history, geography, art, literature, economy, people, and culture and role of women in these areas.

COURSE CODE

RTR20225

SCHEDULE

Mon. & Wed.
13:00 - 14:20

CREDITS

10

CELE



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FATEMA JALALY

Fatema is a BBA graduate from the American University of Afghanistan, and a Babson Collaborative Student Network Ambassador. Founder and managing editor of Bachkicha Publication Center, she produces and distributes storybooks with universal values contents for children. She started her idea when everything was against her and with limited resources in Afghanistan. However, she never gave up. She successfully produced and distributed thousands of story books for children in her country. Her proven experience of entrepreneurship and her understanding of the life of other successful Afghan women entrepreneurs and leaders in the Afghan culture make her an amazing mentor for those who want to make a change as social entrepreneurs.



UNDERSTANDING TERRORISM AND COUNTER TERRORISM

Public Responsibility Track Course

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.

COURSE CODE

TRR394

SCHEDULE

Wednesdays
11:30 - 14:20

CREDITS

10

CELE



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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.

BUSINESS CORE COURSES



COURSE
CATALOGUE

"CORE COURSES ARE INTENDED TO COVER
THOSE CONTENT AREAS DEEMED TO BE
CRITICAL FOR SUCCESSFUL BUSINESS
PRACTICE."

OPEN FOR:

- UDD BUSINESS STUDENTS
- INTERNATIONAL STUDENTS FROM ALL MAJORS

A woman with long dark hair, wearing a green shirt, is pointing her right index finger at a lightbulb hanging from the ceiling. The background is a wall covered in various hand-drawn business sketches, including pie charts, flowcharts, a city skyline, and a lightbulb. The text 'ENTREPRENEURSHIP I' is overlaid in large blue letters.

ENTREPRENEURSHIP I

Business Core Course

ABOUT THE COURSE

This course focuses on the generation of solid business models. Whether you are thinking of starting your own venture or working for an established company, this module will guide you to understand, define and potentiate all the aspects of a business model, placing innovation at the center. The focus will be in understanding the value proposition, key partners, key activities, key resources, customer relationships, channels, customer segments, cost structure and revenue streams. We will discuss new technology trends, new ways of generating incomes, analyze real world cases, and will understand the ecosystem where startups operate nowadays.

COURSE CODE

ECS219 Sec. 5

SCHEDULE

**Wednesdays
17:30 - 20:20**

CREDITS

10

CELE

NO

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JOSÉ TOMÁS ANDUEZA



José in the last years has worked in corporate innovation, specifically in corporate venturing, helping big companies to invest and work with startups, as well as to start their own spinoffs.

He has broad international experience, he worked more than five years leading the internationalization of a chilean winery in Europe, and has been involved with social innovation, with the development of entrepreneurial ventures within schools in the slums of Nairobi, Kenya.

He is passionate about innovation and entrepreneurship, and holds a Masters in Entrepreneurship and Management from the University of Southampton, United Kingdom, and Business Bachelor degree from Universidad de los Andes, Chile.



MARKETING II

Business Core Course

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.

COURSE CODE

ECM327 Sec. 4

SCHEDULE

Tuesdays
16:00 - 18:50

CREDITS

10

CELE

NO

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SCL ON CAMPUS



JUAN STAUDT

Juan is an Industrial Engineer from Universidad Adolfo Ibáñez, with a diverse background and experience in multinational and local corporations, as well as his family's business. He graduated in the top 10% from his Master's class in Business Administration at USC Marshall School of Business, USA. 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 III

Business Core Course

ABOUT THE COURSE

How do we add value to our Brand, Offer or Company in today's changing environment?

The course focuses on mastering the tools and techniques to understand the consumer in both the product and service market and how they relate to what brands or companies have to offer. It will also explore the fundamentals of building strong Brands that consumers value and become loyal to, and goes into understanding how to manage the relationship between company/customer through channels of distribution. Class focus is on Product Marketing, exploring how to develop, launch and position both existing and new offers.

COURSE CODE	SCHEDULE	CREDITS	CELE	OPEN FOR
ECM417 Sec. 4	Mondays 17:30 - 20:20	10	NO	SCL ON CAMPUS

MAURICIO VIVES

Mauricio Vives holds an MSE in Civil Engineering from Universidad Católica and an MBA from The Wharton School. He has been a professor at Universidad del Desarrollo teaching marketing related courses both at the undergraduate and MBA level since 2008.

His 40-year career includes Brand Management at Procter&Gamble's headquarters in Cincinnati, OH and Executive-VP at Grey's Advertising in New York, NY. In Chile, he has been General Manager of both Young&Rubicam Advertising and HAVAS Communications. He was also CEO of Chile's largest food distributor chain. Lately he was CEO of one of Latin America largest metal workshops.

At the present, besides teaching he is in the Board of Directors of several manufacturing and service companies.



ENGINEERING CORE COURSES



COURSE
CATALOGUE

**"CORE COURSES ARE INTENDED TO COVER
THOSE CONTENT AREAS DEEMED TO BE
CRITICAL FOR SUCCESSFUL BUSINESS
PRACTICE."**

OPEN FOR:

- **UDD ENGINEERING STUDENTS**
- **INTERNATIONAL STUDENTS FROM ALL MAJORS**

STRATEGIC MARKETING

Engineering Core Course

ABOUT THE COURSE

Come, and join the journey to create skills and capabilities to be a great marketer. We will train blending theory and practice where team effort is one of the keys to success in today's business environment. In this course you will learn the tools to carry out a systematic analysis and adapt marketing to the strategic definitions of an organization. At the end of the module, you will understand and apply different marketing strategies to take any business to the next level, creating value for your customers.

COURSE CODE

IIE516A

SCHEDULE

**Tue & Thu
10:00 - 11:20**

CREDITS

10

CELE

NO

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ON CAMPUS**



PEDRO PABLO VALDEBENITO

Civil Industrial Engineer from UDD, and graduated with distinction from the Warwick Business MBA School in the United Kingdom (Top-Ranked MBA in Financial Times and The Economist). With more than 8 years of experience in the commercial area and management, Pedro Pablo is a professional who promotes efficiency in management sales through the management of multiple stakeholders, has high leadership and teamwork skills to solve complex problems through critical and analytical thinking, and value perspective focused on creation and execution of strategies to achieve objectives, seeking to create long-term value.

ELECTIVE COURSES



COURSE
CATALOGUE

**"THE ELECTIVE OFFERINGS ARE DESIGNED
TO ENABLE STUDENTS TO IDENTIFY AND
STRENGTHEN AREAS OF INTEREST TO
BETTER PREPARE THEM TO MEET THEIR
CAREER OBJECTIVES."**

OPEN FOR:

- **ALL UDD STUDENTS**
- **INTERNATIONAL STUDENTS FROM ALL MAJORS**

FUTURE SCENARIOS AND SOCIAL CHANGES IN THE EMERGING ECONOMIES

Business Elective Course

ABOUT THE COURSE

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.

COURSE CODE

DRI357

SCHEDULE

Tue. & Thu.
08:30 - 09:50

CREDITS

10

CELE



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MARIO REYES

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

SOCIAL ENTREPRENEURSHIP

Business Elective Course

ABOUT THE COURSE

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. 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.

COURSE CODE

RIC144

SCHEDULE

Fridays
13:00 - 15:50

CREDITS

10

CELE



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FRANCISCO GUTIÉRREZ

Global MBA from Universidad de Chile and Master in Innovation from Universidad de Barcelona, Spain, Francisco is an 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.

He 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.

SPORT MARKETING & MANAGEMENT

Business Elective Course

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. This course is an excellent starting point for students attracted to sport management and develop new job opportunities in this industry.

COURSE CODE

RIC155

SCHEDULE

Wednesdays
10:00 - 12:50

CREDITS

10

CELE



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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.

CHANGE MANAGEMENT: SKILLS TO SUCCESSFULLY LEAD ORGANIZATIONS

Business Elective Course

ABOUT THE COURSE

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.

COURSE CODE

DRI356

SCHEDULE

**Tue. & Thu.
14:30 - 15:50**

CREDITS

10

CELE



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MANFRED BRAÜCHLE

Ph.D. 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 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.

CREATIVITY AND INNOVATION MANAGEMENT

Business Elective Course

ABOUT THE COURSE

In this course, we will 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: wakening up creativity, human centered design, holistic outlook, teamwork, collective intelligence.

COURSE CODE	SCHEDULE	CREDITS	CELE	OPEN FOR
RIC152	Sec. 1 Tuesdays 14:30 - 17:20 Sec. 2 Thursdays 14:30 - 17:20	10	✓	SCL ON CAMPUS



GERARD PRINS

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. 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



INNOVATIVE ENTREPRENEURSHIP

Business Elective Course

ABOUT THE COURSE

This course invites you to learn about the recent technological disruptions that have changed the way humanity behaves. You will review the basic concepts that a successful entrepreneur should know, such as: business model, market size, value proposition, entrepreneurial mindset, among others. In addition, you will learn from the experience of real entrepreneurs that will share their successes and failures with you. This course is designed to prepare you as a future entrepreneur.

COURSE CODE

EEL602

SCHEDULE

Tuesdays
14:30 - 17:20

CREDITS

10

CELE



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DAVID FERNÁNDEZ

David has a degree in Business Creation from TEC de Monterrey, Mexico, and a Master in Innovation from Pontificia Universidad Católica de Chile. He was an entrepreneur engineer supporting scientific and technological entrepreneurs in the Technological Development Unit (Concepción), he went through Acción Emprendedora, coordinating the training and mentoring of hundreds of SMEs in the Biobío Region. In addition, for 5 years he was part of Start-Up Chile, one of the best business accelerators in Latin America where he had different roles such as: Acceleration Director, Expansion Director and Deputy Executive Director. In 2021, he joined Endeavor with the challenge of continuing to impact the development of regional ecosystems, leading the start-up and consolidation of Endeavor's operations in the Biobío Region.

RECYCLING AND UPCYCLING

Engineering & Business Elective Course

ABOUT THE COURSE

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.

COURSE CODE

RIC166

SCHEDULE

Thursdays
16:00 - 18:50

CREDITS

10

CELE



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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.

LEADING INTERNATIONAL TEAMS

Globalization Course

ABOUT THE COURSE

Today's world requires professionals to be able to not just understand globalization, but also lead change harnessing from intercultural teams. In this course students will learn how to lead with uncertainty and ambiguity, how to improvise, how to deliver effective communications, how to drive change, and feel empowered by identifying their own limitations and motivations in an active collaboration mindset. With these aspects defined, the course will provide the knowledge on how to identify others' skills in order to get the best results out of the team, considering the team's cultural factors as well.

COURSE CODE

DRI345

SCHEDULE

Bimester 2
Tue & Thu
10:00 - 11:20

CREDITS

5

CELE



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CCP & SCL
ONLINE



FELIPE GÁRATE

BBA from Universidad del Desarrollo and bilingual professional with broad interest and capacities in the fields of entrepreneurship, human-centered design, product development, leadership, and online facilitation.

In 2019, Felipe was selected as one of the 50 Leaders of the World for the Hesselbein Global Academy at University of Pittsburgh, USA. After graduating, he was offered to move abroad to the South Pole, in Finland, with a clear task: to rethink and reshape how education is executed around the world. This, working with the most talented professionals of the planet in Aalto University's Design Factory.

HEALTH PSYCHOLOGY AND TECHNOLOGY

Psychology Elective Course

ABOUT THE COURSE

The aim of this course is to analyze and discuss the role of psychology around the challenges posed by the advancement of technology and its effects on society. Classes will focus on reviewing 3 topics: the influence of social networks (Facebook, Instagram, Tik Tok, etc.) in the way we interact, and the consequences that this entails on a psychological level; advances of neurosciences and the knowledge of the brain concerning the possibility of modifying our behaviors; the psychological effects of the different technological devices that allow us to relate at a distance with others (Zoom, Meet, etc.)

COURSE CODE

OPS672

SCHEDULE

Bimester 1 & 2
17:30 - 20:20

CREDITS

4

CELE



OPEN FOR

CCP & SCL
ONLINE



CRISTIÁN BUSTA

Clinical Psychologist graduated from Pontificia Universidad Católica de Chile, Ph.D in Social Sciences and Master in Adult Clinical Psychology from Universidad de Chile.

15 years of professional experience in vulnerable spaces working on addiction and psychosomatic disorders.

Experience in clinical work with adolescents and adults in health and education institutions.

Several publications on ethics and mental health in the public and Chilean systems.

GLOBAL CLASSROOM

COURSES TAUGHT IN ENGLISH



COURSE
CATALOGUE

1° SEMESTER 2022

