



**Universidad del Desarrollo**  
Universidad de Excelencia

## **COURSES IN ENGLISH 1-2017**

### **OTHER DISCIPLINE (OD) COURSES**

#### **CHILEAN CULTURE (BASIC)**

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.

#### **UNDERSTANDING JAPAN: HISTORY, CULTURE AND SOCIETY (BASIC)**

Japan is a country which, despite its relevance as a world power and even the amount of followers of its popular culture, is still unknown for most Chileans. Considering this significance, a thorough knowledge of Japanese culture and society could be an asset for future generations, who will have to face the demands that an interconnected and globalized world requires. In this regard, this course intends to provide the students with the abilities to understand and research about other cultures in general, and about Japan, in particular, fostering an active and rich dialogue between Chile and Japan for the future.

For this purpose, this course will focus on the main historical processes, cultural patterns and artistic expressions, and on contemporary Japanese society, so as the students can develop analytical tools to understand how this country faces the 21st century, and its performance in the Asia Pacific region.

to explore how the Chinese people see themselves, hoping to unveil myths and avoid prejudiced opinions.

#### **TECH VENTURES (MINOR)**

This course provides the essential principles of technology entrepreneurship. You will learn the steps used by entrepreneurs to create new technology-based products or services. Learning will be carried out within a high-impact entrepreneurial mindset. Designers, engineers and innovators in general are very welcomed.

Students will also be responsible for impacting a local public school in Macul as part of this courses main assignments, by transmitting to primary school children the basic concepts of innovation and entrepreneurship.

Exchange students will certainly feel at home in this class, fluent English is a requirement.

## **GLOBALIZATION AND ITS IMPACT (MINOR)**

This course is design to help prepare students for thinking globally. The aim of this course is to provide students with an opportunity to discuss diverse theories and practices of globalization. The course considers the theoretical and practical sources that underpin various contemporary debates on globalization, for example, free trade versus fair trade, democracy versus capitalism, technological revolution versus ecological risk, the state versus civil society and national liberation versus cosmopolitanism.

Not only will this course demonstrate the global dimensions of several crucial contemporary issues, including the problem of global conflict, the global environment, and health and population concerns, it also will underline the necessity of an interdisciplinary approach to understanding these issues. Scientific questions have political, social, economic, and ethical dimensions. Similarly, economic matters are inextricably linked with their cultural, psychological, political, technological, geopolitical, and moral aspects. The concerns of what can be called the global challenge demonstrate the relational thinking students will be called upon to exercise in other academic contexts, and throughout the rest of their personal and professional lives.

## **BUSINESS COURSES**

### **MARKETING II**

The course is intended to give students a strategic understanding of the role that Marketing plays, not only in companies nowadays but in today's society. It also provides students with a conceptual and practical framework from which they can appreciate the importance of Strategic Marketing strategies.

- Generate interest for the course and Marketing's role in every type of company.
- Understand the importance of Strategic Planning and customer focus.
- Understand importance of the Marketing Mix and Operational Marketing.

### **BUSINESS STRATEGY**

Just a few decades ago, the top management of companies could plan specific strategies and implement them in the course of a few years and not have to worry about having to modify them. The XXI century clearly presents us a totally different picture: markets in permanent change, globalization, changes in government policies, emerging technologies, fine change in consumer needs, etc. All of the above has lead to the fact the strategic management has become much more difficult and critical in time. The objective of this course is to deliver the appropriate knowledge on the process of strategic management, i.e. how the process and implementation of strategic management unfolds within companies. Concretely, we will center our attention on three major topics.

### **INTERNATIONAL BUSINESS**

The general purpose of this course is to understand that contemporary environments in business are more competitive and global; they are accelerated and depend on an intensive knowledge of these environments. The use of effective human capital is critical to succeed and survive a company.

In this course, the students will learn the theoretical underground of international business as well as practical topics to planning and executing strategies to create an organization that wants to face the globalization. The main purpose of this course is to analyze the basic components and variables that explain the complete scope of international business: economics, finance and marketing issues are relevant at this point.

## **SOCIAL ENTREPRENEURSHIP**

Social entrepreneurs are revolutionizing 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.

## **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 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.

## **DIGITAL MARKETING FOR STARTUPS**

Marketing in today's day and age has radically changed thanks to the development of smart technologies.

Companies and entrepreneurs are facing an evolving and hyper connected consumer that is ever more social, demanding and has too much access to information. This course will teach you how to build an online business using marketing techniques that are lean, practical and simple.

You will see how startups acquire and retain users, in a fun and interesting way! We will learn how SaaS (software as a service) companies work and you will learn how to sell apps, or setup a subscription based service.

This course is strongly focused on entrepreneurship.

## **CORPORATE GOVERNANCE**

The course is intended to give students an understanding of the role and relevance of corporate governance for businesses and the economy. It will give them the opportunity to contrast and evaluate alternative corporate governance regimes, considering both their strengths and weaknesses.

The course aims to provide a comprehensive coverage of the main issues in corporate governance, both at a national and international level. The module will give students the opportunity to reflect about the way in which businesses make decisions and how different stakeholders interact while doing so. Contents will consider theoretical and empirical findings in the area. Students will develop a critical point of view about corporate governance agenda. The course will consider, as well, strategic implications for companies in assuming a specific regime.

## **SPORT MARKETING MANAGEMENT**

Presently sports together with entertainment and leisure have become a worldwide business activity. Chile and worldwide countries are not excluded on this scenario.

Various sport economic organizations have the necessity to be managed efficiently by professionals with academic background in sport management, capable to satisfy consumer needs and understand the complex human behaviour of the sport market.

The way to meet sport consumer needs is through academic programs in sport management.

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

## **NEW PRODUCT INTRODUCTION**

This course builds the construct and deals with the challenges and opportunities with launching a new product or service. Topics are intended to have broad appeal to those with interest in General Management, Marketing, Product Development, and Entrepreneurship. Additionally, this course will deal with the uniqueness while comparing and contrasting launching products both in a corporate environment and a start-up environment. The curriculum is interdisciplinary and requires the mastery of basic fundamentals of economics, finance, operations, accounting, and marketing.

## **ENGINEERING/BUSINESS COURSES**

### **SUSTAINABLE DEVELOPMENT IN INDUSTRY AND BUSINESS**

Around the world, we are experiencing unprecedented stress upon our social, environmental and economic systems. This course aims to provide the students with an understanding of sustainable development as a response to the impacts of an increasingly industrialized world with a rising population. The importance of making the transition to a more sustainable society where material consumption and environmental impacts are reduced whilst quality of life remains unaffected will be made. We will examine what the role of the engineer is and what businesses can do to facilitate this transition. We will consider how sustainability can be measured and the use of life cycle assessment (LCA) will be introduced.

The course will have a focus upon understanding the development of LCA, its uses, application and limitations. Once the principles of LCA have been taught and understood, particular case studies will be presented and analyzed.

These case studies will consider the use of LCA in various contemporary industrial and commercial scenarios with a focus on specific outcomes. These case studies will include heavy industry (mining and minerals), agriculture, energy generation, waste and wastewater treatment.

### **CHALLENGES IN SUSTAINABILITY**

Today innovation and creativity are critical elements in sustainability. However, this begs the question: Where should we innovate? This, among others, is one of the topics this course will cover. The wisdom, know-how and experience of today is so vast that it is impossible to know everything regarding sustainability. Therefore, it is important to have a frame of reference regarding what the current state and strengths of sustainability are as well as areas we should consider in order to add value, innovation and further development regarding our social, environmental and global environment.

Challenges in Sustainability is a course that examines several cases of innovation that have provided value and sustainability to our planet and industry, while impacting other scientific and industrial advances in the process. At the end of the course, students are expected to know a wide array of sustainability principles and its current state, allowing a better idea as to which areas need further contribution and innovation.

## **DRI COURSE**

### **SPEAK WITH POWER**

Sitting at the feet of a talented public speaker can be a transformational and surreal experience. Some people are naturally gifted with the ability to wow audiences and to speak with power. For others, the mere idea of getting on stage or giving a simple presentation is daunting. But for all of us, effective speaking is something that we need to practice again and again.

In this course, students will learn a mix of theory (killer public speaking tips, behavioral and cognitive science, the art of persuasion, and more) and study the styles and tactics of some of the best speakers out there (from historical figures to TED speakers). More importantly, students will SPEAK. Students will have the opportunity to prepare multiple talks, speeches and presentations. The theme of this class is: Practice, Passion, Presence.