

GLOBAL CLASSROOM

Courses taught in English

Course Catalogue Santiago
1-2018

20
18



Universidad del Desarrollo
Dirección de Relaciones Internacionales



OTHER DISCIPLINES (OD) COURSES - BASIC

Course Catalogue Santiago
1-2018

CHILEAN CULTURE

Other Disciplines (OD) Courses - Basic

Course Code: RIO145



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

TUESDAY: H4 (13:00 - 14:20)

THURSDAY: H4 (13:00 - 14:20)

ALFONSO CORTÉS

Professor Alfonso Cortés, MA in Educational Instructional Leadership at University of Alabama, USA, is also certified from Catholic University of Valparaíso - Chile (UCV) as 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.

OTHER DISCIPLINES (OD) COURSES - MINOR

Course Catalogue Santiago
1-2018

GLOBALIZATION AND ITS IMPACT

Minor in Political Science

Course Code: LOD185I



ABOUT THE COURSE

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.

SCHEDULE

MONDAY: H4 (13:00 - 14:20)

WEDNESDAY: H4 (13:00 - 14:20)

ALFONSO CORTÉS

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TECH VENTURES

Minor in Technological Innovation

Course Code: IOD339I



ABOUT THE COURSE

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. Startups need their teams to be connected with technology evermore 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

MONDAY: H4 (13:00 - 14:20)

WEDNESDAY: H4 (13:00 - 14:20)

DIEGO MORALES

Diego has worked in the tech and startup world for the last 6 years. He was the Sales & Marketing VP at Prey, where he oversaw marketing and sales for one of the most innovative and fast growing Chilean startups. He then moved to Start-Up Chile to lead the marketing team. Afterwards, he founded Bamboo Hack, a growth hacking agency, where he works shoulder to shoulder with startups and medium sized companies to develop and implement digital growth strategies.

Throughout his career, Diego has shown a strong interest and passion for technology, which is the area he currently leads at Edge Cowork. He also teaches a class in Universidad del Desarrollo on digital marketing for startups. He loves sport, considers himself an amateur runner, speaks two languages and has lived in more than 7 countries.

BUSINESS CORE COURSES

Course Catalogue Santiago
1-2018

PEOPLE MANAGEMENT II

Business Core Courses

Course Code: ECH416, Section 5



ABOUT THE COURSE

In today's world, it is impossible for any organization - no matter how big or small - to stay still. This course is designed to provide students with a variety of perspectives on Organizational Development and People Management which students will apply in group work, individual projects, and class discussions, in order to develop a better understanding of the theoretical models they have been presented, as well as in order to analyze the organizations that they research. By the end of this course the students will be able to use their knowledge of the burdens, challenges, techniques, and successes of developing and changing organizations as future managers and consultants.

SCHEDULE

MONDAY: H7 - H8 (17:25 - 20:10)

DANIEL SAN MARTIN

Daniel has a Business Administration and Economics major from Pontificia Universidad Católica de Chile, as well as a minor in Sociology. He has dedicated his professional life to transform organizations, including the design of strategies, the optimization of processes, team development, and mainly the intervention in corporate culture. He started his career working in NGOs with operations in 18 countries. Later on, he worked almost 5 years in LATAM Airlines, the biggest Airline of Latin America. Working for this company, he moved to Brazil as an expatriated executive where he led the merger process of International Operations of LAN and TAM, project that engaged 1000+ people working in 23 different cities in 4 continents, with a budget of US\$ 128 M. Subsequent to concluding this project, Daniel completed an MBA degree at University of Cambridge. He was later consultant of Dev Equity (American Investment Fund), and several other organizations.

Daniel is a passionate writer, and he will soon finish his first book. He also loves to travel, and has visited about 55 countries in the last 7 years. Daniel has lived in 4+ countries, speaks English, Spanish, and Portuguese and currently is learning French.

MARKETING II

Business Core Courses

Course Code: ECM326, Section 5



ABOUT THE COURSE

Advanced Marketing builds on the principles and concepts taught in Marketing I. Students assume a managerial perspective in applying economic principles in marketing, analyzing operations needs, examining distribution and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales. This course also deals with global marketing in that students analyze marketing strategies employed in Chile and abroad.

The purpose of this course is to prepare you for real world marketing challenges described above. This is an advanced course for undergraduate students specializing in Marketing. Taken in the final year, this course serves as a "capstone" course that integrates all concepts and frameworks learned from prior marketing courses. Students will address critical decision issues involved in marketing planning at a strategic level, including segmentation and positioning, product development, new market entry, and management of the marketing budget.

In order to gear you up for the role of a Marketing Manager (a position which many of you are aiming - and likely - to hold within five/six years of graduation), this course provides an experiential learning environment in which you will gain not only an appreciation but also a personal feel for the tasks of strategic marketing planning and decision making. Within this environment, you will learn to become an effective marketing decision maker, one who is capable of minimizing (though not completely removing) much of the uncertainties surrounding marketing decisions through disciplined analysis and prudent judgment. In this course, you do not just read about marketing strategy formulation: you practice it! And you do not just talk strategy recommendation: you execute it (and be accountable for the result of it)!

SCHEDULE

WEDNESDAY: H7 - H8 (17:25 - 20:10)

MAGDALENA CARMONA

Magdalena Carmona-Szafranska (Ph.D.), MA in International Law, MA in Administration, Associate Researcher on the Catholic University in Lisbon. Performed management positions for international companies, being responsible for market expansion in several countries. Magdalena has provided advice and professional support in implementation of strategies related to creation, expansion and restructuring businesses: performance improvement: support management for international companies from different sectors (transport, renewable energy, waste treatment, food, insurance, banking, mining). Almost 15 years of experience in an international environment (Poland, Ukraine, Kazakhstan, Romania, Portugal, Spain, Chile), coordination and managing multinational and multifunctional teams. In Chile she used to work as a consultant for Norwegian Chamber of Commerce and PwC. Recently she is developing projects related to the business growth strategies and commercial due-diligence, sales transformation and customer strategy design.

Magdalena is addicted to challenges of moving her home around the world what offers, in her opinion, a unique and thrilling experience of being submerged in different cultures and getting to know them thoroughly.

She speaks Polish, Russian, English, German, Portuguese and Spanish. Privately, fun of jazz and italian/spanish food. Affectionate to crossfit and swimming.

BUSINESS ELECTIVE COURSES

Course Catalogue Santiago
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CORPORATE GOVERNANCE

Business Elective Courses

Course Code: RIC159



ABOUT THE COURSE

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.

SCHEDULE

MONDAY: H7 - H8 (17:25 - 20:10)

MANUEL IBÁÑEZ

MSc Corporate Strategy & Governance,
University of Nottingham Business
Administrator, Pontificia Universidad
Católica de Chile

Manuel Ibáñez has ample working experience in both for-profit and non-profit organizations. His areas of interest are corporate governance, the use of technology in organizations, business ethics and the role of the business school. He is co-author of the e-book 'Ideas from the UK', where he contributed with his viewpoints regarding the prevention of private benefits of control in public companies. He has also participated in initiatives for enhancing governance standards on the non-profit sector. He currently works as Commercial Manager at Kunder and is a lecturer of the course 'Corporate Governance' within the Business School. He was recently awarded by the UDD as 'Best Teacher of English Courses,' chosen by his students for his outstanding performance during 2016.

CREATIVITY AND INNOVATION MANAGEMENT

Business Elective Courses

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 wakening 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 and 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.

SCHEDULE

MONDAY: H5 - H6 (14:30 - 17:20)

GERARD PRINS

Professor of Creative and Strategic Development, Innovation

Amsterdam Graphic Academy, Mg. 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-graduate at local and international universities.

He has also been a guiding professor for close to a 100 post-graduate 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, specializing in multi-lingual content creation and digital.

DIGITAL MARKETING FOR STARTUPS

Business Elective Courses

Course Code: RIC154



ABOUT THE COURSE

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.

SCHEDULE

MONDAY: H2 - H3 (10:00 - 12:50)

DIEGO MORALES

Diego has worked in the tech and startup world for the last 6 years. He was the Sales & Marketing VP at Prey, where he oversaw marketing and sales for one of the most innovative and fast growing Chilean startups. He then moved to Start-Up Chile to lead the marketing team. Afterwards, he founded Bamboo Hack, a growth hacking agency, where he works should to shoulder with startups and medium sized companies to develop and implement digital growth strategies.

Throughout out his career, Diego has shown a strong interest and passion for technology, which is the area he currently leads at Edge Cowork. He also teaches a class in Universidad del Desarrollo on digital marketing for startups. He loves sport, considers himself an amateur runner, speaks two languages and has lived in more than 7 countries.

DOING BUSINESS IN CHILE AND LATAM

Business Elective Courses

Course Code: RIC364



ABOUT THE COURSE

The topics covered in this course include the globalization imperative, the origins and elements of culture, consumer behavior in a cultural context, how cultures interpret situations, and how and why management styles vary around Latin America and Chile.

The course also investigates how politics and law control marketing activities, such as advertising, promotion, and distribution. Additionally, ethical dilemmas in a multi-cultural world and the cost-benefit of technological transfer are covered.

The purpose of the course is to stimulate student's curiosity about the management practices of companies involved in global management and gain an understanding of international management strategy from a Chilean and Latin American perspective.

SCHEDULE

TUESDAY: H6 (16:00 - 17:20)

THURSDAY: H6 (16:00 - 17:20)

MANFRED A. BRAUCHLE

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

Manfred Brauchle has an extensive academic and business curriculum. He has over 40 years of teaching experience at various institutions worldwide, Universidad del Desarrollo, Universidad Catolica de Chile, Universidad de Chile, Universidad Finis Terrae, Universidad Mayor, Frankfurt School of Finance and Management (Germany), Swiss Management Center University (Switzerland), Fachhochschule Wien (Austria) among others. His field of study and experience are Strategy, Marketing, International Business and Management. He has worked in the private sector in several companies in both consumer and industrial areas in various capacities in first line management positions. He also developed and directed MBA and other postgraduate programs at two leading universities in Chile. He has also been very active in the Santiago Chamber of Commerce where he currently is the Chairman of the Board of their School of Commerce.

INTERNATIONAL BUSINESS

Business Elective Courses

Course Code: EEI343



ABOUT THE COURSE

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.

SCHEDULE

TUESDAY: H5 (14:30 - 15:50)

THURSDAY: H5 (14:30 - 15:50)

MANFRED A. BRAUCHLE

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

Manfred Brauchle has an extensive academic and business curriculum. He has over 40 years of teaching experience at various institutions worldwide, Universidad del Desarrollo, Universidad Catolica de Chile, Universidad de Chile, Universidad Finis Terrae, Universidad Mayor, Frankfurt School of Finance and Management (Germany), Swiss Management Center University (Switzerland), Fachhochschule Wien (Austria) among others.

His field of study and experience are Strategy, Marketing, International Business and Management. He has worked in the private sector in several companies in both consumer and industrial areas in various capacities in first line management positions. He also developed and directed MBA and other postgraduate programs at two leading universities in Chile. He has also been very active in the Santiago Chamber of Commerce where he currently is the Chairman of the Board of their School of Commerce.

SOCIAL ENTREPRENEURSHIP

Business Elective Courses

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

WEDNESDAY: H2 - H3 (10:00 - 12:50)

ESTEBAN ERRAZURIZ

Esteban Errázuriz

Esteban is a Chilean entrepreneur, psychologist and MBA. Cofounder and CEO of Garoo, a tech company that develops mobile apps. Using video game mechanics Garoo generates measurable and effective learning to save lives. The company has developed mobile apps for the health, mining and metallurgical industry, helping to prevent accidents and diseases through technology.

Before founding Garoo he worked in the sustainability area of Komatsu Cummings, a multinational mining supplier company. At this position he led the creation of a Reinventarse a foundation that aimed to incorporate young offenders in the mining industry, and a carpooling program to reduce the company's carbon footprint in Santiago. He also founded a non profit organization called MenteSana, to offer pro bono psychological treatment for people in social risk.

Esteban is passionate about the potential that technology has improve the quality of life at a global scale. He teaches classes on Social Entrepreneurship at Universidad del Desarrollo and has lead a network of entrepreneurs in the healthcare sector.

Twitter: @estebanerra

SPORT MARKETING MANAGEMENT

Business Elective Courses

Course Code: RIC155



ABOUT THE COURSE

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.

SCHEDULE

THURSDAY: H7 - H8 (17:25 - 20:10)

CARLOS ALBORNOZ

Psychologist by training, Carlos is a serial entrepreneur with a doctoral degree in business. He founded Vitale Inc., an App that links athletes with potential sponsors. Drava Inc., a company that produce sport clothes and Area 23 Inc., a company that runs gyms and produce sport events. As academic, he does research on entrepreneurial cognition and decision making. Carlos is well know for being the person behind the finances and business of celebrities such as Arturo Vidal, the Bayern Munich midfielder. Originally from Chile, Carlos pursued his MBA and doctorate in the United States and every winter is visiting professor at the Friedrich Schiller University in Jena, Germany. He currently resides in Santiago, with his wife and two kids.

BUSINESS - ENGINEERING ELECTIVE COURSES

Course Catalogue Santiago
1-2018

SUSTAINABLE DEVELOPMENT IN INDUSTRY AND BUSINESS

Business - Engineering Elective Courses

Course Code: RIC150



ABOUT THE COURSE

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.

SCHEDULE

MONDAY: H5 - H6 (14:30 - 17:20)

DOUGLAS AITKEN

Doug Aitken has a strong academic background in the area of civil and environmental engineering with particular focus upon energy generation and the mitigation of environmental impacts in the industrial sector. He completed his PhD on the generation of bioenergy from aquatic biomass at the University of Edinburgh before moving to Chile to research and develop solutions for the impacts of the mining industry upon local water resources. Doug works directly with industrial partners to develop strategic and technological solutions for impact reduction and collaborates with numerous high profile academic institutions internationally. He also works locally with urban and rural communities to assess environmental management problems and develop sustainable solutions in conjunction with community groups, students and academic colleagues. He has recently initiated a student led organisation within Universidad del Desarrollo to develop social and engineering projects based on the implementation of sustainable technologies and strategies in Chilean communities and within the university.

RECYCLING AND UPCYCLING

Business - Engineering Elective Courses

Course Code: RIC166



ABOUT THE COURSE

Recycling & Upcycling (R&U) is a course that study 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: H6 - H7 (16:00 - 18:45)

PEDRO BULNES

Pedro is 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, consultancy and did a Master in science (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. He loves visiting industries and try to find solutions to industrial challenges.

Originally from Santiago, Chile, Pedro speaks English, Spanish and Italian. He currently resides in Santiago, Chile.

Twitter: @pmbulnes

LinkedIn pmbulnes@rembrecompany.com

COMMUNICATION ELECTIVE COURSES

Course Catalogue Santiago
1-2018

CREATIVE INDUSTRIES

Communication Elective Courses

Course Code: RIC162



ABOUT THE COURSE

The Creative Industries are among the world's most dynamic emerging sectors. Trade in global creative goods and services has enjoyed rapid growth over the past two decades and this trend is expected to continue well into the future. This course is intended to give students an overview of the Creative Industries and their impact in economic and cultural landscape. The academic program presents a global outline and deepens into the local scenario. The creative industries have always been culturally important, and today they are crucial to national development. Chile needs skilled people who can drive the delivery of creative ideas from the drawing board to the marketplace. The course aims to prepare students to relate with creative employment and entrepreneurial opportunities

The Creative Industries course focuses on management in the creative sector, cultural policy and its place in everyday life. It develops understanding of work relationships in creative organisations, and the key issues faced by the creative sector in Chile and abroad. To offer students a wide range of opportunities to engage actively, the course cover examples from different parts of the creative sector. It builds from theory and concepts to guide students into applied practice motivating them to develop a final project and working with teams on the production of cultural goods and services.

SCHEDULE

TUESDAY: H7 - H8 (17:25 - 20:10)

CATALINA GUZMAN

Catalina Guzmán is a journalist graduated from Universidad Católica de Chile and Master in Globalization from Aarhus University, Denmark- Hamburg University, Germany. She has worked as an international reporter for CNN, has published different academic papers about Media and Children's Television and is currently an entrepreneur within the audiovisual industry. Along with her partner she co-directs their own NGO, Fundación Nativo Digital. Catalina has lived and worked in different countries around the world. She did her internship as a journalist in CNN Atlanta, was invited as a speaker at UNESCO international seminars in New Zealand, filmed Prix Jeunesse Youth Jury session in India and was the editor of InSight-Out Magazine in Denmark. Every year she organizes FANCHILE, Audiovisual Festival for Kids to promote the creative industries for children in Chile and Latinamerica.

DIGITAL DIPLOMACY AND NATION BRANDING

Communication Elective Courses

Course Code: RIC161



ABOUT THE COURSE

This Digital Diplomacy & Nation Branding course aims to give the students a general introduction to the basic concepts of the diplomatic practice, nation branding strategy, and how the new information and communications technologies can be used - along a multidisciplinary work- to keep or even improve the foreign investment, tourism, and the position of a State in the international arena.

Students will awaken their curiosity to understand the difficulties and challenges governments are facing within the framework of globalization and the new technologies of communication.

SCHEDULE

MONDAY: H2 - H3 (10:00 - 12:50)

MATT ERLANDSEN

Matthias Erlandsen earned his bachelor's degree in journalism in 2012 from the School of Communications at Pontificia Universidad Católica of Chile. He also received a Diploma in Communications and Public Policy from Universidad de Chile in 2014. Currently, he is writing his dissertation for the Master's Degree in International Studies at the Institute of International Studies of Universidad de Chile. His primary areas of research include social media and international relations, diplomacy and paradiplomacy, the United Nations System, and International Organizations. He has also worked for the public and private sector as consultant in PR and digital communications.

PSYCHOLOGY ELECTIVE COURSES

Course Catalogue Santiago
1-2018

SPORT PSYCHOLOGY AND HUMAN PERFORMANCE

Psychology Elective Courses

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, we 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: H3 - H4 (11:30 - 14:20)

MARIA PAZ OCAMPO

Coach, Psychologist, Master in Sports Psychology, Sport Management Specialist.

Talent Development and Performance Director at MindSport Consultores.

Works with executives, elite youth and professional athletes, training their mindset to enhance performance.