

# GLOBAL CLASSROOM

Courses taught in English  
Course Catalogue CCP  
2-2017

20  
17



Universidad del Desarrollo  
Dirección de Relaciones Internacionales



# OTHER DISCIPLINES (OD) COURSES - BASIC

Course Catalogue CCP  
2-2017

# CHILEAN CULTURE

Other Disciplines (OD) Courses - Basic

Course Code: ROBI20161



## ABOUT THE COURSE

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

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

## SCHEDULE

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

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

## CAMPUS

Ainavillo

## CARLOS YACOMAN

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

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

# GLOBAL COMMUNICATION

Other Disciplines (OD) Courses - Basic

Course Code: ROBI004



## ABOUT THE COURSE

To succeed in this world, global communications professionals must be able to understand cultures different from their own, tailor their strategy market by market and use the promise of non-traditional digital communications to solve a communications challenge. This course will introduce students to the basic elements of global communications by focusing on 6 key international markets in a revolving class format where students work on a real client project from a different global region each week. Actively using tools like blogs, wikis, online social networks and online video, students will create a digital communications strategy for a new client each week.

## SCHEDULE

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

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

## CAMPUS

Pedro de Valdivia

## CARLOS YACOMAN

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

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

# SPEAK WITH POWER

Other Disciplines (OD) Courses - Basic

Course Code: ROBI20171



## ABOUT THE COURSE

THE number one success factor for a professional in business, marketing, and technical disciplines is not how much you know nor is it even who you know, it is who and how you influence others. You will practice persuasive storytelling as a method to not just create effective communication but to make positive impact and to influence. This entertaining and hands-on journey will look at what has been effective for speakers, what has not been and trains you on becoming the most influential you can be. You will be able to analyze and prescribe better speaking tips to peers and executives and communication for your organization writ large. Finally, we will explore the dramatic arts to apply the hero's journey, humor and intrigue to the creative process of the presentation to drive emotions and empathy in very scientific ways. Join us on this unique and transformative journey.

## SCHEDULE

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

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

## CAMPUS

Ainavillo

## VIK MURTY

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

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

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

# OTHER DISCIPLINES (OD) COURSES - MINOR

Course Catalogue CCP  
2-2017

# TECH VENTURES

Minor in Technological Innovation

Course Code: IODI20171



## ABOUT THE COURSE

Today, more and more New Ventures are enabled via technologies to lower risk, maximize results, and to globalize freely. Establishing a new venture while exciting is also fraught with potentially uncertain outcomes and factors. This course will examine the entrepreneurial process, the marketing process, and the unique landscape and opportunity for new ventures. This is built for non-business concentrations for students to learn to create, commercialize and capitalize on ideas. Additionally, we will define the difference between entrepreneurship and business ownership, between building a business to run and building a venture to sell. This course trains on deep understanding of targeting: Consumer Targets, Channel Targets, and Exit Strategy (Acquirer) Targets. You will define differentiated, compelling offering aligning your Brand, Channel and Product/Service Strategies. Through the course you will look at and analyze trends and define opportunities. You will chart a success journey. Finally we look at your options with success: finding a buyer, protecting your value, and exit scenarios

## SCHEDULE

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

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

## CAMPUS

Ainavillo

## VIK MURTY

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

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

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

# BUSINESS CORE COURSES

Course Catalogue CCP  
2-2017



# MARKETING II

Business Core Courses

Course Code: ECM326 Section 3



## ABOUT THE COURSE

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

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

## SCHEDULE

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

## CAMPUS

Ainavillo

## Vik Murty

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

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

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

# BUSINESS ELECTIVE COURSES

Course Catalogue CCP  
2-2017

# INTERNATIONAL MARKETING

Business Elective Courses

Course Code: ROBI113



## ABOUT THE COURSE

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

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

## SCHEDULE

TUESDAY: H7 - H8 (16:55 - 19:40)

## CAMPUS

Ainavillo

## STEVE BAEZA

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

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

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

# BRAND LEADERSHIP

Business Elective Courses

Course Code: ROBI118



## ABOUT THE COURSE

Which came first, a product or its brand? In this Brand overview course, you will learn how to define and build a strong brand identity, a superior brand experience, and lasting brand loyalty to most importantly drive Brand Value. You will be able to launch and differentiate your brand in a marketplace, evolve and maintain differentiation and competitive advantage, and command higher pricing/market share/profitability.

This course is interdisciplinary with strong focus on Brand Leadership setting a firm's direction, strategy, and tactics. Content for the class will thus bridge Marketing, Financial and Management disciplines to explore Brand Leadership as a driving force in company organization, product and service creation, and customer interaction.

A company's brands are key strategic and financial assets. This elective is dynamic, and balances branding theory with practice. Expect interactive lectures and discussions with literature, case studies, exercises, and lots of group and partner activities. All material presented in English.

## SCHEDULE

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

## CAMPUS

Ainavillo

## VIK MURTY

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

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

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