

GLOBAL CLASSROOM

Courses taught in English
Course Catalogue Concepción
1-2018

20
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Universidad del Desarrollo
Dirección de Relaciones Internacionales



BUSINESS CORE COURSES

Course Catalogue Concepción
1-2018

MARKETING I

Business Core Courses

Course Code: ECM316 Section 3



ABOUT THE COURSE

This course intends students to learn about business from a marketing view, understanding the main analytical tools used in this area and its critical decisions. Effective communication of ideas will be strength through discussion and technical argument. Additionally, it is intend that students learn through reading activities and discussions with peers to enhance their capacity of active learning.

In today's continuously evolving markets, it is critical for firms to design plans for long-term survival and growth, taking into account their specific characteristics, objectives, resources and opportunities. Strategic planning is "the managerial process by which firms attempt to develop and maintain a viable fit between their objectives, skills and resources and changing market opportunities."

SCHEDULE

WEDNESDAY: 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 Concepción
1-2018

SPORTIS MARKETING AND MANAGEMENT

Business Elective Courses

Course Code: ROBI116



ABOUT THE COURSE

Sport is an important part of modern society, from a cultural and economic perspective. The Sports management major develops students' awareness and knowledge of a range of business disciplines that directly impact the success of sporting codes, competitions, organisations, teams, individuals and facilities. Sports management and marketing, as a practice will be considered in the context of government, not-for-profit, and professional organisations within the sports industry.

The course allows students to visualize new career paths in a range of sport-related associations and business organisations, and focuses on the application of knowledge of management, marketing principles in a sporting context, given the development of the new ministry of sports.

SCHEDULE

WEDNESDAY: 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.

NEW PRODUCT INTRODUCTION

Business Elective Courses

Course Code: ROBI117



ABOUT THE COURSE

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.

SCHEDULE

FRIDAY: H2 - H3 (09:30 - 12:20)

CAMPUS

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PSYCHOLOGY ELECTIVE COURSES

Course Catalogue Concepción
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WORKING WITH YOUNG CHILDREN IN EARLY EDUCATION

Business Elective Courses

Course Code: OPSI111



ABOUT THE COURSE

Fuelled by advances of different disciplines (psychology, neuroscience, economy) over the past decade, the field of early childhood education has globally experienced new and renewed interest that emphasizes the relevance of early education for the well-being of both individuals and society. This course is designed to engage students in an examination of the principles and programs aimed at boosting young children's learning and development.

The reading, lectures, and class discussions will examine recent developments and contemporary views on teaching and working in early education, and current debates on the field. The focus on the course will be set on interdisciplinary readings and diverse assignments that will provide tools to analyze and integrate information to propose strategies and actions to work with young children in different contexts.

SCHEDULE

FRIDAY: H2 - H3 (09:30 - 12:20)

CAMPUS

Ainavillo

VICTORIA PARRA

Victoria Parra is a professor at Facultad de Psicología, Concepción. She is a doctoral student in Curriculum and Teaching concentrating on early childhood policy at Teachers College, Columbia University.

She holds a bachelor degree in Psychology from the Universidad de Chile, and an Ed.M. in Curriculum and Teaching from Teachers College. Her work in the educational field has ranged from designing, implementing, and assessing educational policies in different educational contexts. Her research interests focuses on early childhood education, public policies in education, and accountability.