

# GLOBAL CLASSROOM

**COURSES TAUGHT IN ENGLISH**  
**COURSE CATALOGUE CONCEPCIÓN 2-2019**



**Universidad del Desarrollo**  
Dirección de Relaciones Internacionales

# TRACK COURSES

Course Catalogue Concepción  
2-2019



## MARCOS MEERSOHN

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Highly self-motivated and goal-oriented I have devoted over 20 years to the content internationalization services for the world's 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.

# Human v/s Tech

Track Course

Course Code CTR20185

## ABOUT THE COURSE

Technology is more than mere machine. The accelerating pace of innovation has both positive and negative consequences to the human condition. Much of what society analyzes and prepares for in education is evolutionary and not revolutionary.

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. Cases will look at Uber, McAfee, Facebook, AirBnb, Google, Security agencies and other high growth companies.

Analysis will include cross-industry innovations, global perspectives, government legislative challenges, infrastructure, inter-firm and intra-firm opportunities, entrepreneurial growth and organizational challenges, the ethical-moral-legal construct and most importantly individual preparedness and coaching to function in any innovative enterprise.

## SCHEDULE

Tuesday 12:30 a 13:50

Thursday 12:30 a 13:50

## CAMPUS

AINAVILLO

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## SERGIO MANCINELLI

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Electronic Civil Engineer (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.

# Artificial Intelligence: The Rebellion of the Machines

Track Course

Course Code CTR20193

## ABOUT THE COURSE

Computer and communications technology has advanced at an accelerated pace in the past decades, reaching a power level that enables us to solve very complex problems. For example 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 best part is that they improve their response as they interact with you, understanding your speech and meaning better and better.

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. We will work on a very simple application project during the semester using tools available in the Internet.

## SCHEDULE

Tuesday 12:30 a 13:50

Thursday 12:30 a 13:50

## CAMPUS

AINAVILLO

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## FLORENCIA RAMIS

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Proactive, responsible and methodical professional, with the ability to lead work teams and with an excellent disposition to face new challenges.

More than 5 years of experience nationally and internationally.

Areas of interest in administration, marketing, international relations and human resources.

# Inspiring Through Storytelling

Track Course

Course Code ETRI20191

## ABOUT THE COURSE

We live in an era where information is abundant, the problem is the way we use this information to communicate and use it in our advantage.

Effective communication is a primordial skill in any environment, it is the way we communicate which tells more about us than the actual knowledge.

Storytelling is the form in which people naturally communicate. Stories are therefore a powerful and effective means of communication for connecting with people. In business we can see storytelling is increasingly used in advertising today in order to build customer loyalty.

In this course we will learn the importance of effective communication and different techniques to achieve this, everyone will be encourage to tell their story and practice their performances skills. We will also learn about how storytelling is important for any entrepreneurship and leadership.

General learning Objective of this Course:

- Effective communication and public speaking
- Storytelling as a guide to communicate in a better way
- Differences between inspiration and preachers
- Entrepreneurs and leaders as storytellers

## SCHEDULE

Tuesday 12:30 a 13:50

Thursday 12:30 a 13:50

## CAMPUS

PEDRO DE VALDIVIA

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## MARCOS MEERSOHN

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# Power ups Skills Accelerator

Track Course

Course Code ETRI20192

## ABOUT THE COURSE

The objective of this course is to analyze the local mentality and perception system and beliefs related to risk, change and interdependence, the purpose is the growth mentality in the students and the development of a set of skills that will help them thrive in local and global scenarios.

Our focus will be the development of creative confidence, business agility, persuasive communication and harmonious lifestyle to balance high performance.

## SCHEDULE

Tuesday 11:00 a 12:20

Thursday 11:00 a 12:20

## CAMPUS

AINAVILLO

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# COMMUNICATION COURSES

Course Catalogue Concepción  
2-2019



## CARLOS YACOMAN

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ESL (English as a Second Language) teacher who features abroad experience in teaching communicational and technical English for both university students and professionals in the academic, industrial and business areas.

He has also been committed in communicative approach at the Northamerican Institute in Concepción for more than twenty five years.

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

## Global Trends

Communication Course  
Code PEI423

### ABOUT THE COURSE

This subject seeks that students are able to identify, explain and analyze global socio-cultural, economic and political trends.

It contributes to the formation of the generic competences of the UDD global vision, analytical vision, communication, autonomy and ethics.

### SCHEDULE

Wednesday 11:00 a 12:20  
Friday 11:00 a 12:20

### CAMPUS

AINAVILLO

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# **ENGINEERING COURSES**

Course Catalogue Concepción  
2-2019



## ALEJANDRA MUÑOZ

Doctor(c) in Management in Architecture, Engineering & Building School of Architecture & Civil and Environmental Engineering, Carnegie Mellon University, Pittsburgh, PA, USA

Master in Design & Building Sustainable. University of the Desarrollo, Concepcion, Chile

Bachelor of Architecture and Architect's title University of Concepción, Concepción, Chile

Enthusiastic, optimistic, intellectually curious and dedicated, I enjoy teaching and being a mentor to entrepreneurs. I am attracted to challenging projects, whether in sustainability, in innovation, education or crafts.

# Sustainable Development in Industry and Business

Engineering Course  
Code OIC070

## ABOUT THE COURSE

This course introduces current global environmental, social, and local policies and analyzes problem solving through specific topics related to important industries and businesses with a focus on sustainable solutions.

The course introduces students to the use of the "Life Cycle Assessment", the calculation of the environmental impacts resulting from the products and processes, and their application to various industries to understand the impacts and how sustainability can be implemented within these industries.

## SCHEDULE

Tuesday 15:25 a 16:45  
Thursday 15:25 a 16:45

## CAMPUS

PEDRO DE VALDIVIA

# **BUSINESS CORE COURSES**

Course Catalogue Concepción  
2-2019



## **VIK MURTY**

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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.

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.

# Marketing II

Business Core Course  
Code ECM326

## ABOUT THE COURSE

This subject expects the student to understand the development and processes of the activities of the marketing function and the dynamics of the variables involved in the commercial strategy.

Transversally, this course aims to strengthen the attitudes and competences worked in marketing, ethics, reflective thinking, management skills, detection of business opportunities and proactivity, but also considering entrepreneurship and leadership and professional development orientation.

## SCHEDULE

Wednesday 15:25-16:45

Thursday 11:00-12:20 - 12:30-13:50

## CAMPUS

AINAVILLO

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# **BUSINESS ELECTIVE COURSES**

Course Catalogue Concepción  
2-2019



## **SERGIO MANCINELLI**

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Electronic Civil Engineer  
(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

# Technology Strategy and Business Innovation

Business Elective Course  
Code ROBI119

## **ABOUT THE COURSE**

This course analyzes various aspects of business concept innovation, technology development and essential strategies for business managers.

It focuses on creating and managing complex and unique business models, such as platforms and networks, on exploring technology development and product management with practical technology workshops, and finally business cases and exposure to a broad spectrum of business topics. current technology.

## **SCHEDULE**

Wednesday 15:25-16:45  
Wednesday 16:50-18:10

## **CAMPUS**

AINAVILLO

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## SOLEDAD SOZA

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International Analyst, University -  
Academic and Researcher Teacher.

English Language Educator and  
currently a Professor of International  
Relations, with a 4-year experience  
in London, a 3-year experience in  
international companies and a 10-  
year experience as an Academic for  
pre-graduate students.

Her interest areas cover education,  
democracy and institutional  
change, open regionalism in the  
South Cone, food security and  
aquaculture, the politics of ecology.

She is a member of IPSA and the  
Chilean Association of Political  
Science, with publications in  
international journals.

# Understanding APEC

Business Elective Course  
Code EELI20191

## ABOUT THE COURSE

The course will provide an introduction to APEC and in a broader sense, to the Asia Pacific region.

It will also allow students to understand and analyze the complexity of the Asia-Pacific region with a focus on the APEC process and will allow them to gain basic knowledge about the region and emerging issues of how Chile assumes the presidency of APEC in 2019.

## SCHEDULE

Monday 16:50 - 18:10  
Thursday 16:50 - 18:10

## CAMPUS

AINAVILLO