



11. Current Topics in Management Consulting



Carsten Zimmerman
University of San Diego

July 11 - July 22 (6:00 pm - 9:00 pm)
July 16 (8:00 am - 11:00 am)

This is a course for students interested in a career in management consulting, private equity or industry leadership. The course is dedicated to learning management consulting techniques that find application in all aspects of working life. This includes consulting approaches from various academic and practitioner perspectives as well as different client management approaches.

Professor Zimmerman holds a Ph.D. in Strategic Management from Cambridge University. He is Assistant Professor of Management and is interested in questions that relate to the role of resources and capabilities in early-stage internationalization. Carsten has worked many years at the strategic management consultancies A.T. Kearney and Capgemini Consulting where he was engaged in projects of revenue growth, strategic sourcing and operational effectiveness. Recent awards include the 'Professor of Impact' Award, 2009.

12. Babson Entrepreneurship Program Wellesley, Massachusetts



July 17 - July 22
Daily classes: 8:00 am - 5:00 pm

This course will be taught at Babson College in Wellesley, Massachusetts (14 miles west of Boston)
Opened to School of Management master students only

Babson College, a global leader in entrepreneurship education, teaching, and research, will teach an entrepreneurship program in which the overall goal is to provide a learning experience to students in which they will acquire a business global perspective and entrepreneurial mindset. At Babson, Entrepreneurship is defined as a way of thinking and acting that is opportunity obsessed, and leadership balanced. It isn't just an academic discipline; it's an attitude and a way of living.

Participants must be graduate students. Delivery, as well as material is in English, and participants are required to prepare for each class, present, and participate in the class discussion. From Monday to Friday of this week, participants should expect to start days at 8:00am and finish activities at around 5:00pm. Time will need to be dedicated to work in teams and individually during most of the evenings. The program is delivered by Babson College faculty.

2011 International Summer School



The International Summer School program was launched in 2004 to give Uniandes School of Management (UASM) students, the opportunity to broaden their international perspective by being exposed to cutting edge courses that offer students advanced learning in specialized management fields. These courses are taught by experts from prestigious universities around the globe and are designed for Undergraduate and Graduate students, as well as participants from Executive Education who seek to increase their knowledge in a global and competitive environment.

During June and July 2011, participants will have the opportunity to interact with prestigious professors from a wide range of universities around the globe such as: HEC Montreal, Saint Louis University, Arizona State University, Indian School of Business, University of Melbourne, University of Oxford, Rouen Business School, among others.



PROGRAMS

Undergraduate Management Program

Graduate School

Executive Education

Doctoral Program in Management
Masters in Management:
- Full time MBA
- Part time MBA
- Executive MBA
- Master in Finance
- Master in Marketing
- Master in Environmental Management
Specializations

Advanced Management Program
Managerial Development
CEOs Program



international summer school 2011

Further information

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For complete program details:

<http://administracion.uniandes.edu.co>



COURSE DESCRIPTIONS

1. Research Methods in Arts and Marketing

HEC MONTRÉAL

Alain d'Astous
HEC Montreal

May 30 - June 10 (6:00 pm - 9:00 pm)
June 4 (8:00 am - 11:00 am)
Opened to School of Management master and executive education students only

This course consists of a general review of methods that researchers use to produce fundamental or applied knowledge in the domain of arts marketing. The course emphasis is on quantitative research methods. At the end of this course, students should be equipped to plan and conduct a research project in the context of the arts.

Alain d'Astous is Full Professor and Chair in the marketing area. He is also the Director of the Ph.D. program in Management at HEC Montreal. He holds a Ph.D. in Business Administration from the University of Florida (1985) and a M.Sc. in Business Administration (major in Marketing), from the University of Sherbrooke (1978). His main areas of expertise are consumer behavior, marketing research, marketing of the arts and international marketing (influence of a product's country of origin).

2. Investment Decisions in Emerging Markets

ESADE
Business School

Jaime Sabal
ESADE

May 30 - June 10 (7:00 am - 9:00 am)
June 4, 11 (9:00 am - 4:00 pm)
Opened to School of Management master and executive education students only

Every investment decision demands the application of modern financial theory. However, advanced theories are set in the context of developed countries and do not capture the intricacies of operating in the developing world. Key concepts of financial theory will be reviewed with a focus on investment decisions in real assets as it relates to investors in emerging markets. The objective is to juxtapose the assumptions of financial theory against the realities prevailing in emerging countries and to propose more relevant approaches for investment decisions in these nations.

Professor Sabal is Full Professor in Finance from ESADE. He holds a Ph.D. from the Wharton School at the University of Pennsylvania (1986). He has been visiting professor from several universities such as the Stern School of Business at NYU (1998-1999); ESCEM in France (2001); Instituto Tecnológico de Monterrey - EGAD (2002), among others. He was also Vice president of Consulting from ATKearney with direct responsibility on Andean countries. His main areas of academic and research interest are corporate finance with an emphasis on emerging markets.

3. Effective Branding and Advertising



Brian Till
Saint Louis University

June 13 - June 17 (6:00 pm - 9:00 pm)
June 21, 22, 23 (6:00 pm - 9:00 pm)
June 18, 25 (8:00 am - 11:00 am)

This course is designed to provide skills and understanding of the role of brand development and advertising in connecting with consumers and building strong brands. Students will learn the fundamental principles and practices of strong brands; the interplay between brands and effective advertising; how to lay the strategic foundation to develop effective advertising and how to evaluate it. Ultimately, the goal is for students to become more effective managers of the advertising and branding process.

Professor Till is visiting professor at Loyola University. He holds a Ph.D. in Business Administration from University of South Carolina and a Master of Business Administration from the University of Texas at Austin. He has written various articles and proceedings in advertising and marketing journals and his research interest are associative learning, brand equity, celebrity endorsements and creativity in advertising. He has also contributed to the development of an industry award for excellence in sports sponsorship (The Bill Vecek Award).



4. Marketing and Management in the Food Industry



Cornell University

Miguel Gómez
Cornell University

June 13 - June 22 (6:00 pm - 9:00 pm)
June 18 (9:00 am - 4:00 pm)
To be taught in Spanish

The objective of this course is to create a space for reflection on the principles and fundamentals of marketing and its application to both the private and public problems that characterize the food supply chain, in order to help students in the definition of marketing strategies for products in this sector. The course will focus on recent trends in production, processing and distribution of food on a global scale. It will also consider elements that affect the international trade of perishable products and the political framework that influences the food industry.

Miguel Gómez holds a Ph.D. (1999) and a M.S. in Agricultural and Consumer Economics (1995) from the University of Illinois at Urbana-Champaign. Prior to joining Cornell, he was faculty member at the University of Illinois and research associate at Cornell. His current areas of interest include Food and Horticultural Marketing, Applied Industrial Organization and Food Distribution Channels. His research focuses on the economics of locally produced specialty, contracts between food suppliers and supermarkets, customer satisfaction in food retailing, price analysis, and market power in food distribution channels.

5. Logistics in the Supply Chain

ASU ARIZONA STATE UNIVERSITY

Daniel Brooks and
Elliot Rabinovich
Arizona State University

June 13 - 17 (6:00 pm - 9:00 pm)
June 20 - 24 (6:00 pm - 9:00 pm)

This course provides an overview of logistics topics in supply chain management. It introduces theories and practices of modern logistics management within a market-driven supply chain-oriented framework. Logistics issues are also considered from the point of view of the entire supply chain, thereby encompassing marketing, logistics, manufacturing and supply management. The course will delve into strategic issues in designing and executing logistics operations in the supply chain. These issues include: facility network design, forecasting, and inventory management.

Dan Brooks is Associate Professor at ASU. He holds a Ph.D. in Statistical Decision Theory from Indiana University (1978). He has more than twenty years experience applying decision and risk analysis to the development of decision-making processes and risk-based strategy formulation, working for both the federal government and private industry. He is currently director of the MBA Global program.

Elliot Rabinovich is Associate Professor and John G. and Barbara A. Bebbing Professor of Supply Chain Management at ASU. He received a Ph.D. in Business Administration (2001) and a M.Sc. in Engineering Management (1997) from the University of Maryland. Currently he is the Doctoral Program Director at the Supply Chain Management Department and the Associate Editor of the Journal of Operations Management.

6. From Corporate Turnarounds to Sustainable Growth

AUDENCIA
SCHOOL OF MANAGEMENT
NANTES

Achim Schmitt
Audencia School
of Management

June 28 - July 8 (6:00 pm - 9:00 pm)
July 2, 9 (8:00 am - 11:00 am)

Turnaround management is about restructuring troubled companies. The course examines restructuring business situations, such as established firms experiencing operational, financial and management difficulties. This class intends to extend and broaden the student's knowledge or organizations by studying how people and organizations react and cope with corporate crisis conditions. It emphasizes the operating manager perspective and considers strategy issues, as well as financial ones.

Achim Schmitt is Assistant Professor in the Strategy area. He received his Ph.D. in Management from the University of Geneva (2008) and also holds a M.A. in Business from the University of Nuremberg. He previously worked as research associate at the Center for Organizational Excellence at the University of St Gallen and as Visiting Scholar at Columbia University's Jerome A. Chazen Institute of International Business. His main research areas are: organizational development and change, corporate strategy, organizational decline, the ambidextrous organization, among others.

7. Economics for Business Executives for Economic Forecasting and Strategic Business Decisions

THE UNIVERSITY OF
MELBOURNE

Neville Norman
University of Melbourne

June 30 - July 8 (6:00 pm - 9:00 pm)
July 2, 9 (9:00 am - 4:00 pm)

Selective development of economic tools with pertinent examples for making business decisions concerning pricing, product selection and business expansion, and for reading and forecasting overall economies (economic growth, interest rates, inflation, business investment) and to critically appraise and evaluate the forecasts of others in a business-relevant manner. In addition to providing principles and pointers for delegates after their completion, the course uses real-world examples, forecasting experiences and errors drawn from Colombia, the USA, Britain and Australia.

Professor Norman has a Ph.D. (1974) and a M.A. (1971) in Economics from Cambridge University. He is associate professor of Economics at the University of Melbourne and research visitor from the University of Cambridge. He has published several books, chapters in books and papers in the following areas: spanning micro and macro economics, statistical and econometrics, international trade policy analysis, economic analysis of business regulations, among others.

8. Entrepreneurship and Emerging Markets – The India Case

ISB

Venkat Chandrasekar
Indian School of Business

June 28 - July 8 (6:00 pm - 9:00 pm)
July 2, 9 (8:00 am - 11:00 am)

Much has been said about emerging markets and their role in the global arena. The understanding of emerging markets like India still carries some gaps in the sense of understanding their stability, their growth dynamics and the cultural matrix in which they operate. This course will give the in-depth and grounded view of two dimensions – one of “entrepreneurship and new markets” another of the “India opportunities”. It will highlight the role played by innovation and entrepreneurship in markets like India, and it will investigate the strategic issues, problems and barriers of entrepreneurship in India.

Professor Chandrasekar holds a Masters Degree in Economics from Madras Christian College and received his doctorate degree from the University of Denver, USA. He is currently an entrepreneurship professor at the Indian School of Business (ISB) and an Executive Advisor for Hindu Centre for Real Estate and Infrastructure. Professor Chandrasekar brings with him a rich experience in teaching, consulting and corporate management and has been one of the pioneers in the teaching of Entrepreneurship in India.

9. Sensory Marketing, Neuromarketing, & Consumer Psychology

UNIVERSITY OF
OXFORD

Charles Spence
University of Oxford

July 11 - July 22 (6:00 pm - 9:00 pm)
July 16 (8:00 am - 11:00 am)

This course introduces students to the latest developments in the world of sensory marketing, neuro-marketing, and contemporary consumer psychology. It will highlight the latest insights emerging from cognitive neuroscience that are now being used by many of the world's most forward-thinking companies in order to gain a competitive advantage in the marketplace by enhancing their product design, innovation and marketing practices. This new approach is based on the idea that products and experiences should be designed around the brain of the consumer.

Charles Spence is the head of the Cross-modal Research Laboratory at the Department of Experimental Psychology at Oxford University. He holds a Ph.D. in Psychology from this same University. His main research areas are neuro marketing, multisensory integration and how a better understanding of the human mind will lead to the better design. He has published more than 350 articles in top scientific journals over the last 15 years and has acted as a consultant for a number of multinational companies advising on various aspects of multisensory design, packaging, branding, marketing, and atmospherics.

10. Banking Regulation

ROUEN
BUSINESS SCHOOL

Nathalie Janson
Rouen Business School

July 11 - July 22 (6:00 pm - 9:00 pm)
July 16 (8:00 am - 11:00 am)

The course focuses on banking regulation and supervision, and in particular the capital regulation. A special attention will be dedicated to the Basel Accord. The design of Basel III has just been unveiled and the merits of the changes recently introduced in the light of the crisis will be discussed, as well as the merits of the government and monetary authorities intervention, and its potential negative consequences. The course begins with a brief overview of the financial system and a presentation of the nature of banking activities in order to understand the apparent complexity of the contemporary banking and the financial system.

Professor Janson is Associate Professor of International Finance and Economics. She holds a Ph.D. in Economics of Banking from Université Paris La Sorbonne and a Master Degree in International Economics and Banking from Université Paris IX in Dauphine, France. She has a long standing teaching experience in International Finance, Financial Intermediation, Financial Institutions, Corporate Finance, and Money and Banking. Her research focuses on bank capital regulation, free banking and banking history.