

Universidad de los Andes
School of Management
(UASM)

Courses delivered in
English

20

24

10

**Undergraduate
course offer**

January – July

3 Credits

Financial Planning

Professor: Maximiliano González

This course offers the student critical tools and skills that will allow the analysis of the financial situation of the organization with the quality of managerial decisions that are adopted within it. This course provides the future professional in business administration with an understanding of the business model of an organization through the use of analytical tools that allow them to identify the critical factors of the organization in the three areas of financial decision: operation, investment and financing.

3 Credits

Sustainability Management

Professor: Jorge García

In this course we will examine how businesses interact with other actors in society to address the social and environmental challenges of our time. In this sense, the course goes beyond reviewing the recent boom of the so-called “Corporate Social Responsibility” phenomenon. It critically analyzes the inherent tensions between social, economic and environmental value generation.

You are developing the skills to make decisions that have profound consequences on others and the environment. This course will help you sharpening your view so that from your own perspective and experience, you are able to make your own judgments on steering organizational behavior and social change.

3 Credits

Investment Decisions

Professor: Rodrigo Londoño

The Investment Decisions course is divided in three parts: in the first part of the course the framework of time value of money is offered, which comprises algebraic formulas to obtain different types of interests and values (e.g. present value, future value, etc.). Then several decision criteria for an investment and financing project are analyzed, such as: Net Present Value (NPV), Internal Rate of Return (IRR), among others. The second part of the course provides the necessary concepts to obtain the free cash flow and the calculation of the weighted average cost of capital. Finally, the last part of the course includes bond valuation, as a specific case of investment project evaluation, and the last topic is investment decisions under risk.

3 Credits

Fundamentals of Marketing

Professor: Aniket Sengupta
Burcu Sezen

Marketing is about customers, and customers are at the heart of the activities of organizations.

The goal of this course is to provide you with: 1) an understanding of the foundational concepts and language of marketing, including the evaluation of market opportunities, product planning, pricing and promotional strategies, distribution channels, customer behavior and value creation, and 2) opportunities to apply these concepts to marketing analysis and planning for real organizations.

The development of analytical skills in a real world context will be emphasized to: a) cultivate the mindset and skills needed to tackle the responsibilities of marketing leadership in organizations, and b) inculcate the principles that are essential for a creative, self-disciplined team to lead a company in a fast-changing marketplace. The objective of this course is to prepare you, in a risk-free and supportive environment, for your future roles as managers who lead companies that will maximize both economic and social returns through effective marketing practice. Within such roles you need to recognize the strong strategic role marketing has in superior organizational performance.

3 Credits

Operations and Logistics

Professor: Marcus Thiell
Chetna Chauhan

Operations and Logistics are used as a means to compete in the global market by processing and delivering added value to the customer, meeting or exceeding their expectations. Management of the key aspects of the business environment is one of the most important objectives when a company seeks to be competitive. Operations management, logistics and supply chain, which are studied in this course, are key factors to meet this goal. The specific concepts of each of the above areas are developed and discussed in the course, emphasizing the importance of its application for achieving a good business performance. The application of the concepts will be supported through the use of quantitative and qualitative tools for decision-making.

3 Credits

International Marketing

Professor: Burcu Sezen

The course aims at exposing the students to the global business activities, marketing in international business and global forces transforming the international business today. The course would develop a general perspective about managing international business both in operational as well as strategic context.

3 Credits

Organizations

Professor: Manuel Contreras

Organizations play a central role in our lives. Most of the things we use and consume are related, in one way or another, to organizations. Hence the importance of understanding them, knowing their processes, relationships, and analyzing their complexity. In this course, we look at the theoretical field that studies organizations, providing concepts and elements so that you can evaluate and act on them. It is important to keep in mind that organizations are not just companies (private sector), there are also public sector organizations, trade unions, NGOs, and various other ways in which people come together to achieve common goals.

3 Credits

Public Management

Professor: Ivan Lobo

The public sphere can be understood as the space (not necessarily physical or face-to-face) in which members of a society (subnational, national or supranational) come together (directly or through others who represent them) to think, deliberate, decide and/or act collectively on issues or problems whose nature, scope and impact directly concern all of them (or a sufficiently broad subset of them), and for whose understanding and/or solution it is necessary to find a sufficiently reasonable and functional balance between individual and collective interests.

In fact, the notion of 'lo público' (whose most proximate translation into English would be the 'public sphere') covers much more than public sector organizations or even the state. In a broader sense, it comprises the way in which a society decides what their common interests are, organizes to provide collective welfare and makes decisions that can affect all its members. None of this is trivial and deserves to be studied in detail, beyond simplistic judgments and clichés.

This course is an opportunity to learn about the concept of 'lo público', its relationship and differences with the state, the social and the private realms. It is also an opportunity to learn about the dilemmas that citizens, government officials and members of organizations (including managers) face when they participate in managing 'lo público'. For every manager (even if not particularly interested in working in the public sector), having a sufficiently rigorous knowledge of public affairs and how they are managed is not only a desirable but also a necessary competence. Should you accept the invitation to engage with this course enthusiastically and rigorously, it will offer you a valuable space to develop that competence.

3 Credits

Macro Supply Chain Management

Professor: Marcus Thiell

Currently, and apart from the impacts of the pandemic and the war in Ukraine, global supply chains are influenced by major changes, caused for example by:

- (a) Industry 4.0 and its components such as Digitalization and Automation,
- (b) mega infrastructure projects such as the 'Belt and Road Initiative' led by China,
- (c) the re-organization of Global Trade, and
- (d) Global Climate Change within the framework of the mega-trend of Sustainability.

These factors will have a significant impact on the structure of supply chains as we know them today. In this global context of Macro Supply Chain Management, which scenarios will guide the role of Colombian industries?

This course presents these factors in a systematic manner and assesses potential impacts on Colombian supply chains. Upon completion of the course, students complement their vision of the potential scenarios for the future of global supply chains and their impact on the Colombian economy.

3 Credits

Management for Circular Economy

Professor: Bart Van Hoof

In a circular economy, economic activity builds and rebuilds overall system health. The concept recognizes the importance of the economy needing to work effectively at all scales – for large and small businesses, for organizations and individuals, globally and locally-. Transitioning to a circular economy does not only amount to adjustments aimed at reducing the negative impacts of the linear economy. Rather, it represents a systemic shift that builds long-term resilience, generates business and economic opportunities, and provides environmental and societal benefits.

The circular economy implies a transformative change in operation, and strategy of organizations and systems in order to consider dynamic interactions between social activities and biophysical environment. Therefore, the scope of circular economy is highly complex decision making, involving many variables and their interactions, and interdisciplinary, drawing knowledge from various disciplines across science, management, and policy.

The purpose of this course is to provide students with an understanding of social-environment intersections of circular economy and introduce examples of circularity strategies and practices from various scales and perspectives. Through the course, students are expected to enhance their understanding about complexity, cause – effect relationships, and dilemmas in circular economy issues, particularly in the context of Colombia, and hone their capacities to develop innovative approaches to address these issues.

3 Credits

Derivative Markets

Professor: Enrique Ter Horst

This course is aimed to cover a conceptual approach for underlying theory of modern analysis of forwards, futures, swaps, and options with its respective pricing. Pointing to present studies on the mechanics of derivative markets and how they can be used by the different market players.

This course demands a straightforward but basic knowledge in fields of calculus and probability theory. Also, it is expected that students have taken finance courses and they are familiar with basic financial concepts and mathematical finance tools.

3 Credits

Digital Marketing

Professor: Aniket Sengupta

The students will become familiar with the basic concepts of Marketing such as the 8 P+S, segmentation, identification of the target and the different techniques and tools to reach each person according to their particularities. They will know the definition, the details, application and integration into a Global Marketing Plan of concepts such as websites 2.0 and 3.0 (foundations for the digital revolution), the Fourth Industrial Revolution, Big Data, Marketing Analytics (Business Intelligence), segmentation based on studies and data, Buyer Persona and individual segments, as well as the creation, conceptualization and execution of Digital Marketing campaigns.

Students will be able to create digital marketing plans with a 360 view of the available tools and how technology allows them to reach each one of their current and potential clients in segments one by one.

3 Credits

Entrepreneurship and Innovation

Professor: Giorgio Triulzi

The Entrepreneurship and Innovation course presents students with a testing laboratory where they can develop their abilities as business creators and advance in the definition of high-impact business models geared at solving real business problems. The course lead students to develop entrepreneurial abilities, guiding students along the path as they become acute observers of latent needs and agile generators of innovative products, services and business models.

The course is oriented to the practice of entrepreneurship. We present concepts, methodologies and tools that help students defining their business idea. We then apply these tools to a real-life business challenge. During the process, students will also have the opportunity to critically reflect on the process, on the newly acquired experience and on the validity of the concepts and methods learned.

3 Credits

Management Information Systems

Professor: Sonia Camacho Ahumada

Information systems (IS) have redefined how business activities are organized and performed at organizations. They have allowed substantial improvements in the efficiency and effectiveness of resource management, as well as the development of creative business models. Information systems also offer new possibilities of interaction to organizations (both internal and external), enabling innovative business relations with other actors in their network. These changes require managers' commitment and knowledge to face the challenges derived from having operations and decisions supported by IS. Additionally, managers must be capable of deciding the information systems their organization needs, given the constant evolutions of these systems. Considering the previous elements, this course focuses on the managerial aspects related to Information Systems based on information and communication technologies (ICT) and it is designed for students to understand the potential of technology to make strategic and operational contributions to organizations. This course is organized in four modules:

I. ICT strategy and its alignment with the organizational strategy: This module covers the strategic uses of ICT in an organization, as well as the link between ICT and the organization's strategy. In this module, the changes that have occurred in the business world as a result of the diffusion and use of ICT will be discussed, as well as how ICT may generate value for a company.

II. Information Systems: This module focuses on the description of different Information Systems' categories, the development of those systems, the definition of information needs, and databases.

III. Decision making supported by Information Systems: This module focuses on managerial decision-making, using analytical tools that support business intelligence and analytics (e.g., data mining).

IV. e-business architecture and security: This module focuses on the use of electronic media to conduct businesses, as well as on the management of risks, privacy, and security that arises from a business environment connected 24/7.

Further information

E-mail: csa.adm@uniandes.edu.co - **Phone:** +61(1) 339 4949 Ext. 1112

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