



Universidad de
los Andes
Colombia

School of
Management
Leadership for Life

**Universidad de los Andes
School of Management
(UASM)**

**Courses delivered in
English**

20

24

10

**Undergraduate
course offer**

August - December

3 Credits

Investment Decisions

Professor: Maximiliano González
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

Financial Planning

Professor: Jovelyn García Ferrer

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

Organizational Behavior

Professor: Sebastian Schorch

The aim of this introduction to organizational behavior course is to develop your understanding of individual and group behavior, particularly within work settings. To do so we will draw on contemporary theories, research, cases, and practical examples to explore how our thoughts and behaviors can highly influence individual, group and organizational outcomes.

Major topics we will explore include individual differences, job attitudes, motivation, performance, decision-making, team dynamics, and a host of other phenomena that impact the effectiveness of individuals, teams, and ultimately organizations. The insights and abilities generated in this course not only apply to those working in organizations, but they can be broadly applied to interpersonal relationships - both inside and outside of work. For example, I am sure we can all imagine past or present scenarios where interpersonal dynamics - like conflict - have influenced your personal, team's, or family's behaviors.

Importantly, the topic of leadership will underpin the course, and many of the topics above will all be considered from the perspective of a leader or manager. Our goal at the school of management, and with this course, is that you will launch your careers as responsible and ethical professionals who contribute to the sustainable development of your groups and organizations.

3 Credits

Sustainability Management

Professor: Ximena Rueda
Carlos Trujillo

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

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.

2 Credits

Organizations

Professor: Simon Turner

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

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

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' 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.

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'.

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

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 leads 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 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 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

Sensing the Consumer's Journey

Professor: Felipe Reinoso

In this course we will explore, in English, sensory marketing within the context of the customer's journey. Sensory marketing refers to marketing that appeals to our senses (seeing, hearing, touching, smelling, tasting). Here, we will not necessarily approach to each sense individually, but we will look for to understand how the brain combines the information from all of the senses (as in a multisensory context). Students from all disciplines will be invited to think of the senses not only as a tool to differentiate from the competition, but also as a way to further engage people and consumers during the different steps of the customer's journey

3 Credits

Brand Management

Professor: Burcu Sezen

This course in strategic brand management is designed exclusively for future managers. It aims to provide a holistic approach to building and managing brands that will integrate the creative and analytical aspects relevant to the task. There will be an emphasis on branding practices given the digital context and data-driven approaches. Each week, we will discuss a specific branding issue and follow-up with a case study dedicated to that issue. The theory lectures will provide conceptual frameworks for addressing a particular branding problem. The case lectures will allow the student to apply these conceptual frameworks and become aware of the complexities relevant to that branding issue.

3 Credits

Macro Supply Chain Management

Professor: Marcus Thiel

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

Decision Making Tools I

Professor: Chetna Chauhan

The course exposes the student to the use of inferential statistical tools that allow the management and handling of information not only to organize it in a coherent way but also to reduce the uncertainty about the decision that is being considered.

In this exercise, students will face common decision-making situations in various areas of management, where statistical tools and concepts are relevant.

3 Credits

Strategic Management of Technological Innovation

Professor: Giorgio Triulzi

The course is an elective of the undergraduate degree in management and is also open to all undergraduate degrees of the university, including accounting, economics, engineering, natural and social sciences, arts and design.

Technological innovation and adoption are an important source of sustained competitive advantage for firms and a source of economic growth for regions and countries.

The course provides a framework for the strategic management of technological innovation and adoption in developed countries and emerging markets.

Further information

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<https://administracion.uniandes.edu.co/index.php/en/>