

## Universidad de los Andes School of Management undergraduate Courses taught in English 2016-10

This is the Universidad de los Andes School of Management undergraduate catalogue of courses taught in English offered during academic semester 2016-10 (January to May). It includes the courses' main information; however, please note that Uniandes reserves the right to cancel or modify any course should unforeseen circumstances arise or should not enough students enroll for the course.

### List of courses:

Universidad de los Andes School of Management undergraduate Courses taught in English 2016-10	1
.....	1
ADMI-2106 SOCIAL RESPONSIBILITY .....	2
ADMI-2301 FOUNDATIONS OF MARKETING .....	2
ADMI-2403 OPERATIONS AND LOGISTICS.....	3
ADMI-3133B ENVIRONMENTAL MANAGEMENT .....	3
ADMI-3313 SALES AND DISTRIBUTION MANAGEMENT .....	4
ADMI-3110 ENTREPRENEURSHIP .....	4
ADMI-3502 STRATEGY.....	5
ADMI-3701 INTERNATIONAL BUSINESS .....	5
ADMI-3237 MARKETING COMMUNICATION .....	6
ADMI-2206 CONSUMER BEHAVIOR .....	6
ADMI-3405 INFORMATION AND TECNOLOGY .....	7
ADMI-1190 ECOSYSTEM SERVICES.....	7

<b>Course:</b>	ADMI-2106 SOCIAL RESPONSIBILITY (ENGLISH)/ RESPONSABILIDAD SOCIAL INGLES
<b>Language:</b>	ENGLISH
<b>Credits:</b>	3*
<b>Section:</b>	1 (other sections will be taught in Spanish).
<b>CRN</b>	10637
<b>Teacher:</b>	Ximena Rueda Fajardo <a href="mailto:x.rueda@uniandes.edu.co">x.rueda@uniandes.edu.co</a>
<b>Tentative class schedule:</b>	Tuesday and Friday 10:00 a.m. – 11:20 a.m.

**Description:** In this course we will examine how businesses interact with other actors in the 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—a trend that attracts the attention of academics, governments, businesses, NGOs, citizens and not few opportunistic appetites. It critically analyses the inherent tensions between social, economic and environmental value generation.

<b>Course:</b>	ADMI-2301 FOUNDATIONS OF MARKETING (ENGLISH)/ FUNDAMENTOS DE MERCADEO (INGLÉS)
<b>Language:</b>	ENGLISH
<b>Credits:</b>	3*
<b>Section:</b>	7 and 2 (other sections will be taught in Spanish).
<b>CRN</b>	13604 and 13606
<b>Teacher:</b>	Bradley James Wilson <a href="mailto:b.wilson@uniandes.edu.co">b.wilson@uniandes.edu.co</a>
<b>Tentative class schedule:</b>	Thursday and Friday 14:00 p.m. – 15:20 p.m. Thursday and Friday 11:30 a.m. – 12:50 a.m.

**Description:** The purpose of the course is that students acquire the basic knowledge to enable them to develop a global, generalised vision of the elementary principals which form the modern concept of marketing. The course is not only concentrated on transmitting the fundamental principles of marketing, but is also to apply them in the real world.

**Course:** ADMI-2403 OPERATIONS AND LOGISTICS (ENGLISH)/ OPERACIONES Y LOGIST. (INGLES)

**Language:** ENGLISH

**Credits:** 3\*

**Section:** 4 (other sections will be taught in Spanish).

**CRN** 13556

**Teacher:** Marcus Dr Thiell [mthiell@uniandes.edu.co](mailto:mthiell@uniandes.edu.co)

**Tentative class schedule:** Tuesday and Thursday 14:00 p.m. – 15:20 p.m.

**Description:** The course covers the subject of the production of goods and services from the perspective of processes and operations. Subjects such as quality, measurement, human resources, design and development of products (goods or services), prognoses, capacity planning, location of facilities (plant, offices, warehouses, etc.), global operations, role of information technology, design of facilities and work places, process guidance, handling materials, inventories and information, planning and programming, project control, synchronised production and decision taking models on the subject.

**Course:** ADMI-3133B ENVIRONMENTAL MANAGEMENT (ENGLISH)/ GERENCIA AMBIENTAL (INGLES)

**Language:** ENGLISH

**Credits:** 3\*

**Section:** 1

**CRN** 13228

**Teacher:** Joo Young Park [jy.park@uniandes.edu.co](mailto:jy.park@uniandes.edu.co)

**Tentative class schedule:** Monday and Wednesday 15:30 p.m. – 16:50 p.m.

**Description:**

This course explores the relationship between companies and the environment. Furthermore, the course gives updated tools in different fields of environmental management through an interdisciplinary and strategic view on the long run. Also, it allows students to discover their capabilities for assuming challenges inside an economic background of changing for Latin-American countries.

**Course:** ADMI-3313 SALES AND DISTRIBUTION MANAGEMENT

**Language:** ENGLISH

**Credits:** 3\*

**Section:** 1 (other sections will be taught in Spanish).

**CRN** 14505

**Teacher:** Armando Garcia Garcia  
[a.garcia@uniandes.edu.co](mailto:a.garcia@uniandes.edu.co)

**Tentative class schedule:** Tuesday and Friday 10:00 a.m. – 11:20 a.m.

**Description:**

The role of the commercial department nowadays is facing rapid changes and in most companies it has become an area of major importance and impact in the results of the operation. The Commercial Manager and his/her sales force have become vital for the company to face the challenges to survive, adapt to the changing conditions and guarantee the continuity of the operation in a profitable way. The purpose of this course is to provide students with up to date information and a firm foundation for understanding all main components of sales and distribution management in order to enable them to perform adequately in their managing careers.

**Course:** ADMI-3110 ENTREPRENEURSHIP (ENGLISH) / CREACIÓN NUEVAS EMPRESAS (INGLES)

**Language:** ENGLISH

**Credits:** 3\*

**Section:** 1 (other sections will be taught in Spanish).

**CRN** 10837

**Teacher:** Rafael Augusto Vesga Fajardo  
[rvesga@uniandes.onmicrosoft.com](mailto:rvesga@uniandes.onmicrosoft.com)

**Tentative class schedule:** Monday and Wednesday 15:30 p.m. – 16:50 p.m.

**Description:**

The aim of this course is for the participants to reflect on their long term personal and professional goals and consequently to identify the pros and cons of a business career. This promotes the generation of ideas for the creation of new companies which are viable for the participants to achieve on different time horizons, according to their own personal and professional development goals. Students develop the ability to inject the (Intra-enterprise) "Entrepreneurial Spirit" into already established companies to make them more willing to accept the continuous introduction of innovations in response to changing situations.

<b>Course:</b>	ADMI-3502 STRATEGY (ENGLISH) / ESTRATEGIA (INGLÉS)
<b>Language:</b>	ENGLISH
<b>Credits:</b>	3*
<b>Section:</b>	3 (other sections will be taught in Spanish).
<b>CRN</b>	12463
<b>Teacher:</b>	Roberto Gutierrez Poveda <a href="mailto:robgutie@uniandes.edu.co">robgutie@uniandes.edu.co</a>
<b>Tentative class schedule:</b>	Monday and Wednesday 17:00 p.m. – 18:20 p.m.

**Description:**

The course focuses on the most important aspects of a business strategy in both an entrepreneurial and a corporate setting. Different models and frameworks of reference are presented, to enable the student to relate the organisation strategically to its environment. A company and a corporation are taken as an analysis unit, seeking to identify the bases of competitive advantage.

<b>Course:</b>	ADMI-3701 INTERNATIONAL BUSINESS (ENGLISH) / NEGOCIOS INTERNACIONALES INGL.
<b>Language:</b>	ENGLISH
<b>Credits:</b>	3*
<b>Section:</b>	3 (other sections will be taught in Spanish).
<b>CRN</b>	12120
<b>Teacher:</b>	Jorge Ricardo Barriga Palacio <a href="mailto:jbarriga@uniandes.edu.co">jbarriga@uniandes.edu.co</a>
<b>Tentative class schedule:</b>	Monday and Thursday 8:30 a.m. – 9:50 a.m.

**Description:**

The course main objective is to familiarise students with the international setting in which business is done, its variables, opportunities and threats of accelerated global development of society in the new millennium.

<b>Course:</b>	ADMI-3237 MARKETING COMMUNICATION
<b>Language:</b>	ENGLISH
<b>Credits:</b>	3*
<b>Section:</b>	1
<b>CRN</b>	19134
<b>Teacher:</b>	Bradley James Wilson <a href="mailto:b.wilson@uniandes.edu.co">b.wilson@uniandes.edu.co</a>
<b>Tentative class schedule:</b>	Thursday and Friday 10:00 a.m. – 11:20 a.m.

**Description:**

In this course you will examine the role of advertising as a marketing communication tool, and explore how individuals and organizations can succeed in this very competitive industry.

You will investigate communication and advertising theories, explore the processes involved in creating and evaluating advertising campaigns, and examine industry best practices globally. A focus of the course will also be exploration of various aspects of advertising industry practices such as the role of research, segmenting and targeting consumer audiences, and the creative process.

<b>Course:</b>	ADMI-2206 CONSUMER BEHAVIOR
<b>Language:</b>	ENGLISH
<b>Credits:</b>	3*
<b>Section:</b>	1
<b>CRN</b>	19134
<b>Teacher:</b>	Carlos Andres Trujillo Valencia <a href="mailto:ctrujill@uniandes.edu.co">ctrujill@uniandes.edu.co</a>
<b>Tentative class schedule:</b>	Monday and Wednesday 15:30 p.m. – 16:50 p.m

**Description:**

The course aims that the student may be able to understand the process of consumers' purchase decisions (natural and institutional person) where external and internal affect individual's variables. This course is aimed to encourage development of skills of interpretation and analysis of situations in live marketing companies in their daily pass in relation to decision-making processes.

<b>Course:</b>	ADMI-3405 INFORMATION AND TECHNOLOGY
<b>Language:</b>	ENGLISH
<b>Credits:</b>	3*
<b>Section:</b>	1
<b>CRN</b>	10147
<b>Teacher:</b>	Sonia Marcela Camacho Ahumada <a href="mailto:so-camac@uniandes.edu.co">so-camac@uniandes.edu.co</a>
<b>Tentative class schedule:</b>	Monday and Thursday 10:00 a.m. – 11:20 a.m.

**Description:**

In this course the student addresses the issue of information technology from the perspective of the organization in all its aspects: strategy, decision making in technology, organizational structure, information dependence and the use of some specific technologies, such as databases or Internet. The course aims to prepare managers who can lead the application of information technology in an organization applying in the functional areas thorough understanding the organization

<b>Course:</b>	ADMI-1190 ECOSYSTEM SERVICES
<b>Language:</b>	ENGLISH
<b>Credits:</b>	3*
<b>Section:</b>	1
<b>CRN</b>	17184
<b>Teacher:</b>	Joo Young Park <a href="mailto:jy.park@uniandes.edu.co">jy.park@uniandes.edu.co</a>
<b>Tentative class schedule:</b>	Monday and Wednesday 10:00 a.m. – 11:20 a.m.

**Description:**

The objective of this course is to provide students with basic understanding of human-nature interactions based on the concept of ecosystem services. The course will first focus on understanding the ecosystem, about its structure, function, and services and then move onto examining how the modern industrial development has altered ecosystem. With this understanding, students are expected to develop capability to analyze conflicts and dilemmas around global and local environmental issues.

In case you need more information about the courses taught in Spanish please use the next link:  
<http://catalogo.uniandes.edu.co/es-ES/2015/Catalog/Facultad-de-Administracion>

Please note that due to timetabling constraints, we cannot guarantee a place in all desired courses. It is important to remember that we apply the “first come, first served” rule. However, seats may be released until the very last minute. Thus, please check the course choice application on a regular basis and during the specific period of time assigned to you.

Students should be aware that if they do not register for classes on time, it might be difficult for them to find places on the classes of their choices.

\*: Each course at Uniandes is worth between 2 and 4 credit hours. At Uniandes the normal course load at the undergraduate level is of 18 credit hours per semester, where each credit hour is equivalent to one contact hour and 2 out-of-class preparation hours per week.

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