



Pontificia Universidad  
**JAVERIANA**  
Bogotá

# ENGLISH TAUGHT COURSES\*

\* Not all courses might be available for your semester of studies.



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## The 1960s: American Literature

<b>How to find it in the course catalogue</b>	Course name	The 1960s: American Literature
	Type	Pregrado
	Department	Dpto Literatura
<b>Course info</b>	Course ID	022596
	Credits	2
	Hours per week	2

### Objectives

The Sixties were the decade of peace and love and flower children, but also of war, assassinations, and discontent. The Beat generation, the Beatles, the Black Panthers, the Kennedy's, Apollo 11, Bob Dylan, Woodstock, the Civil Rights Movement, the Free Speech Movement, women's liberation, Vietnam, the anti-war movement ¿ are but a tiny part of everything that went on in the 60s. In this course we will analyse the literature of the United States in the context of the cultural revolution of the 1960s. Beginning with the Beat Generation of the 1950s, we shall examine how writers critiqued society in very different ways, while sharing their radical opposition to the dominant culture and an urgent desire for social change. Special attention will be paid to literary representations of identity and to the political issues that fuelled the progressive movements of the 60s, especially those concerned with race, class, gender, and the environment. Although we will read mainly poetry and novels, the course also includes shorter fiction, political writings, essays, and, of course, music and films.



## American literature of the 1920's

<b>How to find it in the course catalogue</b>	Course name	American literature of the 1920's
	Type	Pregrado
	Department	Dpto Literatura
<b>Course info</b>	Course ID	020795
	Credits	2
	Hours per week	2

### Objectives

In a letter to his son, Sherwood Anderson aptly summarized the consequences of the World War I: "I had a world, and it slipped away from me. The War blew up more than the bodies of men...It blew ideas away". Although the United States emerged as a victor from that first global conflict, the prevailing feeling in the aftermath of the war was one of loss, disillusionment, and even cynicism. What had been lost, in the eyes of many, was the American Dream itself, with its promise of endless opportunities and constant progress. But in the midst of such widespread pessimism, there began one of the most fascinating and exciting periods in literature and the arts. The "Roaring Twenties" or the "Jazz Age", as F. Scott Fitzgerald called it, was an era of contradictions and seemingly boundless creativity. On the one hand, it was the era of Prohibition and the persecution of leftists, anarchists, and immigrants; while, on the other hand, it marked the beginning of women's liberation, of a revolt against Puritan, middle-class values, and of a different appreciation of Black cultural expressions. It was the age of "modernism" in literature and the arts- an age of experimentation in pursuit of novel forms in which to express a new reality.

Through the analysis of certain representative works of the American Literature of the Twenties, the course will not only provide an understanding of their artistic significance, but also demonstrate their current relevance as literary responses to many issues which are still at stake in the contemporary world.



## English/American Literature Thematic: Monographic Study of Issues, Debates, and Interrelations

<b>How to find it in the course catalogue</b>	Course name	English/American Literature Thematic: Monographic Study of Issues, Debates, and Interrelations
	Type	Pregrado
	Department	Dpto. Literatura
<b>Course info</b>	Course ID	035217
	Credits	2
	Hours per week	2

### Objectives

The course addresses themes and issues on the basis of a specific period or group of literary works, linked to discussions regarding the social, historical, and cultural context. As one of the University's signature literature courses taught in English, it offers students the opportunity to delve into the interrelations between literature and other artistic genres, as well as other disciplines. As an elective course, it offers literature students the chance to expand their perspectives by studying issues not necessarily included in the curriculum, and students from other programs to complement their studies by exploring literature in English and the culture of the English-speaking world.



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## Shakespeare: a guided reading (In English)

<b>How to find it in the course catalogue</b>	Course name	Shakespeare: a guided reading (In English)
	Type	Pregrado
	Department	Dpto. Literatura
<b>Course info</b>	Course ID	026047
	Credits	2
	Hours per week	2

### Objectives

Although everyone thinks that it is essential to read Shakespeare, many students, especially non-native English speakers, are intimidated by what they perceive as the difficulty of his language. The main objective of this course is to provide an introduction to our "perennial contemporary" by reading Shakespeare together in class, learning to appreciate his mastery of the English language, and gaining insights into his social and cultural contexts.



## U.S. Author: Masters of the American Short Story

<b>How to find it in the course catalogue</b>	Course name	U.S. Author: Masters of the American Short Story
	Type	Pregrado
	Department	Dpto. Literatura
<b>Course info</b>	Course ID	035216
	Credits	2
	Hours per week	2

### Objectives

The course explores American literature and culture through the works of selected masters of the short story, a genre that has flourished in the United States. The class will address the particularities of the short story as an art form, focusing on its diverse structures and possibilities, as well as the specific social, historical, and literary contexts of each author. It offers students the opportunity to delve into the production, reception, and critical contextualization of the works studied, as well as to develop interpretive abilities at the micro-textual level, while strengthening their ability to read and write in English.



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## Studies about USA

<b>How to find it in the course catalogue</b>	Course name	Estudios sobre Estados Unidos
	Type	Pregrado
	Department	Dpto. Relaciones Internacional
<b>Course info</b>	Course ID	026047
	Credits	3
	Hours per week	3

### Objectives

No other state in the world has the power of attraction and action the United States have nowadays. The source of this power not only depends on its huge economy, military force or territory size. Understanding the political, economic, social and cultural processes of this state is paramount for international studies, which are the main objectives of this course.



## United States security policy

<b>How to find it in the course catalogue</b>	Course name	Política seguridad EU
	Type	Pregrado
	Department	Dpto. Relaciones Internacional
<b>Course info</b>	Course ID	029607
	Credits	3
	Hours per week	3

### Objectives

The security of the United States was greatly affected by the 911 terrorist attacks and its response has mainly focus on the international public opinion. However, the security policies of this world power encompass more than mere defence strategies and include different actions in the world. Given the current configuration of the international system, it is important to know how the United States have built their security policy, how does it identify threats, that beside terrorism include different fields like space and energy, which intervene in this process and the implementation of alternatives for its foreign policy.



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## Genocides of the 20th Century

<b>How to find it in the course catalogue</b>	Course name	Genocides of the 20th Century
	Type	Pregrado
	Department	Dpto. Ciencia política
<b>Course info</b>	Course ID	025883
	Credits	2
	Hours per week	2

### Objectives

The 20th century witnessed a great number of genocides carried out by regimes with different ideological orientations in all parts of the world. These acts of mass murder targeted political enemies as well as specific ethnic and religious groups and other ¿undesirables¿. Much academic work has been done in order to illuminate how, why, and when genocide is perpetrated. The objective of the course is to introduce students to relevant approaches and theories for the study of genocide. By the end of the semester the students will have acquired conceptual, analytical and theoretical tools to understand the phenomenon in various contexts, and will be familiarized with some of the most important cases of genocide in the 20th century. One case of genocide in the 19th century and one in the 21st century will also be analyzed.



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## Conflict Theory and Conflict Resolution

<b>How to find it in the course catalogue</b>	Course name	Teoría del Conflicto y Resolución de Conflictos
	Type	Pregrado
	Department	Dpto. Ciencia política
<b>Course info</b>	Course ID	001487
	Credits	4
	Hours per week	4

### Objectives

The field to research about Peace has evolve to reach a status as an independent discipline. It proposes to study conflict, violence and peace, although the main emphasis is the latter. This way, even recognizing the destructive potential of conflict, it is perceived as inherent to life in society and it is attributed a huge value as a driver of change. The main objective of this course is to acquaint the students with the most important approaches, theories and frameworks of analysis, in such a way that these can tackle these phenomena in a critical way and within the perspective of the social sciences.



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## Management Introduction

<b>How to find it in the course catalogue</b>	Course name	Introducción Administración
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	001377
	Credits	3
	Hours per week	3

### Objectives

As an academic discipline, management is an area of knowledge belonging to social sciences. Many different disciplines and perspectives of knowledge (engineering, economics, psychology, sociology, etc.) have participated and contributed to define a set of recognized concepts and theories over time, since the beginnings of management. This course aims to present the origins, historical evolution, concepts, theories and basic principles, as well as the challenges of contemporary business management, as a basis for the future exercise of successful and socially responsible organizations. The course includes topics such as: Planning, organization, leadership and direction, control, management challenges



## Qualitative and Quantitative Research

<b>How to find it in the course catalogue</b>	Course name	Inves Cuantitativa-Cualitativa - Investigación Cuantitativa y Cualitativa
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	016282
	Credits	3
	Hours per week	3

### Objectives

Daily, professionals face the delicate task of decision-making, which will require them to choose between multiple choices to solve a particular issue. In other words, decision-making is the base for success in administrative management. In order to make a decision, the managers must take as a first step the investigation of the problem, thus obtaining reliable and adequate information; following, they will need an information analysis and evaluation model of the alternatives, and finally, they must have sufficient criteria to make a decision.

However, to strengthen the competence in decision-making, it is important for the student to learn to think in a systematic and critic way, making use of empirical information. In other words, students with a better formation in the process of scientific investigation will improve their capacity to make decisions, and will understand that the problems to be faced in their world of work must be solved individually, comprehending their particularities, and in this sense, that the way to approach them requires of an adequate method for every kind of problem. Put differently, the conceptual and methodological approach of Evidence Based Management (EBM).

This course aims to endow the student with knowledge on the scientific investigation process, oriented towards the competences of a manager. Specifically, it focuses on providing the managers insight on qualitative and quantitative research methods, so they can process, and analyze information related to the solution of managerial issues in the areas of organizations, strategy, human resources, marketing, finances, social responsibility, entrepreneurship and operations. This in order to help students make adequate and scientific research process-backed decisions, under the approach of EBM.

Learning the scientific research process will give the students the concepts and tools that are necessary for the formulation of research and consultancy projects.



## Strategy in Action

<b>How to find it in the course catalogue</b>	Course name	Strategy in Action
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	001379
	Credits	3
	Hours per week	3

### Objectives

The global economic turmoil has shaped a business world today that is more complex and changes at an increasing fast rate. It has created new issues and opportunities for those responsible for organizational strategy. The unpredictability of the current environment requires leaders to analyze their surroundings, adopt new and critical perspectives, assume ethical and responsible positions, and develop and execute organizational strategies. In particular, Moore's Law and similar technological trends have on one hand, made transaction costs shift dramatically within certain industries, while on the other have polarized (fragmented or created enormous economies of scales) at certain steps of the value chain (Evans, 2013).

This course provides the student (you) with knowledge and skills of integrated strategic analysis, it also allows students to analyze business issues, evaluate alternatives, formulate recommendations and make decisions, develop creative and strategic thinking and oral and written communication skills. It uses business case studies and extensive class interaction to provide you with the opportunity to apply lessons from real business situations understanding the link between the strategy and the business model, analysing social and ethical issues at the strategic level, and developing innovative approaches to strategic planning designed to accomplish sustainability and competitive advantages.



## Investment Banking

<b>How to find it in the course catalogue</b>	Course name	Investment Banking
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	021700
	Credits	3
	Hours per week	3

### Objectives

The Investment Banking class is designed to train business students in aspects of Finance and Accounting in the specific topic of investment banking and the logic behind it, in order to develop a deeper understanding of what is involved in the evaluation of large capital investments in corporations.

Choices made by the decision makers inside the corporations must dwell on whether or not to pursue an inorganic strategy (acquiring a capability by investing in another company) versus pursuing an organic strategy (developing the capability from within by investing the funds internally).

This exercise can be seen from 3 perspectives, each with a different incentive: 1) the acquirer (the company that wants to invest), 2) the target (the company which receives the investment funds) and 3) the investment banker who mediates the transaction from either the buyer (representing the acquirer) or the seller (representing the target) perspective, at times both.

The class seeks to put to practice, and also expand, valuation methods learned in your core finance classes, with special attention focused on the impact of the different perspectives outlined above and of the conditions surrounding the target corporation (i.e. early stage, growth, mature, restructure, etc).

This approach is taken because notions of value, control and fairness are all highly sensitive to either one of the three perspectives that one assumes (i.e. a banker may push for a deal to happen, even when it does not make any sense, just because it wants to generate fee income). By wearing the different hats and by applying the theory of finance to gauge deal value creation, we will be in solid ground to appreciate the art of I-Banking deal making.



## Investment Valuation

<b>How to find it in the course catalogue</b>	Course name	Investment Banking
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	029935
	Credits	3
	Hours per week	3

### Objectives

The business manager must make decisions about investment selection, depending on various objectives and constraints. In this respect, students must acquire basic skills concerning the criteria and methods that drive the selection at issue.



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## Marketing Management

<b>How to find it in the course catalogue</b>	Course name	Marketing Management
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	027255
	Credits	3
	Hours per week	3

### Objectives

From the understanding of fundamental marketing concepts acquired in the prerequisite courses, Foundations of Marketing and Marketing Research, and within the context of innovation in product, service or process, the student must be able to use his/her prior knowledge and apply it to the creation of an innovative and strategic Marketing Plan for a new or old product/service, entrepreneurial project or idea, taking into account the analysis of the external and internal environment, and the market sector under the principles of social responsibility.



## Social Marketing

<b>How to find it in the course catalogue</b>	Course name	Mercadeo social
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	021849
	Credits	3
	Hours per week	3

### Objectives

Social marketing seeks changes in society through the intervention of a diverse range of key issues impacting the well-being of individuals, societies and the planet are given. By understanding the motivations of individuals and organizations and factors that affect them, develops social marketing to influence and achieve changes in behavior of some and others. For this, it has methodological approaches by analyzing the role that groups or individuals that affect or may be affected by the development of the goals in a social marketing strategy (adopter called target, target or public audience) play, the market segmentation, advertising and brand building. There are other areas of related knowledge as the key role of market research for the development of knowledge of the perceptions in shaping behavior of individuals or companies in the process of strategic planning, the nature of marketing relations and the role of services in the delivery of social marketing programs. In social marketing using the traditional elements of the marketing mix, coupled with the understanding and management of the chain of stakeholders or beneficent entities (also called change agents) and policies and legislation related to the problem to be managed to intervene.

In short, the ultimate aim pursued by the social marketing to promote changes in the behavior of target audiences towards improving the quality of life of individuals and / or communities, requiring an administrative process that achieves the contest several change agents in situations that require complex times and efficient use of resources to achieve the goals in the time required.



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## Marketing Research

<b>How to find it in the course catalogue</b>	Course name	Marketing Research
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	001378
	Credits	3
	Hours per week	3

### Objectives

Marketing Research is designed for students to acquire the knowledge and tools of research, which allows them to have a theoretical background and the ability to apply it from a critical perspective. This will allow students to know and interpret specific marketing situations.

Specifically, students will learn different techniques of marketing research, with priority given to obtaining different types of information (qualitative and quantitative) based on previously designed objectives. Information requirements will vary according to the size of the organization, type of market in which it operates, product characteristics, and life cycle, etc. The practical aspect of this course focuses on the design of instruments and the gathering, analyzing, and interpreting of information to support the decision-making processes related to the company and its market.



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## Principles of Marketing

<b>How to find it in the course catalogue</b>	Course name	Principles of Marketing
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	029936
	Credits	3
	Hours per week	3

### Objectives

Principles of Marketing is designed to give students the basic knowledge and tools of this discipline, that allows them to have an overview about the main elements that constitute it, as well as presenting how this discipline has changed over time and how it is nowadays.

This course will provide the basic principles of Marketing through the study and analysis of how different sciences have affected this discipline. Upon completion, students must have a critical perspective that allows them to interpret marketing situations from its theoretical bases.



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## Managerial Finance

<b>How to find it in the course catalogue</b>	Course name	Managerial Finance
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	027940
	Credits	3
	Hours per week	3

### Objectives

By successfully completing this class, students should be able to manage complex business issues related to procuring, deploying and managing corporate resources. It is expected, therefore, that students will develop a keen eye towards value-oriented decision making, a skillset deemed crucial for successful long-term planning.



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## International Finance

<b>How to find it in the course catalogue</b>	Course name	International Finance
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	030953
	Credits	3
	Hours per week	3

### Objectives

In today's world it is imperative that business students have a broad knowledge of the many options offered by the international financial world; This knowledge of the options offered by international financial markets will allow a level of expanded understanding relevant to the business professionals making them more competitive in the world of global business. These options are now a reality and will become more relevant once we deepen trade agreements, regional interaction and ultimately the globalization of markets that demand more intelligent, creative and comprehensive solutions.



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## Corporate Finance

<b>How to find it in the course catalogue</b>	Course name	Finanzas Corporativas
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	001371
	Credits	3
	Hours per week	3

### Objectives

In this course, the management student should learn the fundamental concepts of Corporate Finance, which are key when making investment, financing and payout policy decisions. The student must learn to (i) handle tools for diagnosis, prognosis and financial forecasts of the company; (ii) measure the return-risk relationship; (iii) understand the concepts of capital structure, discount rate and terminal value of the firm. All of this in order to facilitate adequate financial decisions, based on ethical principles and the knowledge of the national and international economic and political context, in relation to the economic and financial future of the company.



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## Organizational Behavior

<b>How to find it in the course catalogue</b>	Course name	Organizational Behavior
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	001368
	Credits	3
	Hours per week	3

### Objectives

The ways people behave in the workplace is sustained by explicit, multiple and hidden rationales that make organizational behaviors a complex phenomenon. Given this complexity, this class aims at helping students get a better understanding of the multiple causes and consequences of organizational behaviors, in order to enhance and promote organizational efficacy and well-being in a complex and dynamic business environment. Students will learn the basic concepts that underlie the organizational behavior field at the individual, group and organizational levels. The knowledge, skills and abilities developed through this class should allow students to enrich their understanding of their own way of behaving in organizations, as well as those of their (future) colleagues/managers/employees. Overall, the class should contribute to a more productive, pleasant and ethical work environment.



## Consumer Behavior

<b>How to find it in the course catalogue</b>	Course name	Consumer Behavior
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	031003
	Credits	3
	Hours per week	3

### Objectives

Consumers are the centre of interest in today's marketing. Progress in the social sciences has enriched the knowledge we have about consumers at the beginning of the 21st century; it has let us explore their motivations, their emotions, and the way they make decisions, but mostly, it also has let us see consumers as cultural individuals.

This course Consumer Behavior seeks to generate an interdisciplinary view that allows to approach the particularities of the postmodern consumer, delivering students the conceptual basis and analytic tools that strengthen their professional practice and allow students to generate strategies based on the real world consumers inhabit. First and foremost, this is a research course focused on the consumer behaviour that allows students, from a scientific logic acquired in previous courses such as qualitative and quantitative research and marketing research, to analyse consumers' activity using data and facts, that allow to generate scientific contributions in the academy and the productive activity.

By the end of the course, students will comprehend that the study of the consumers' behaviour requires an interdisciplinary and multilevel view, as we can address it from different disciplines, as well as individually or socially, without letting these two ways of knowledge contradict themselves.



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## Administrative Theory Process

<b>How to find it in the course catalogue</b>	Course name	Proceso Teoría Administrativa
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	001382
	Credits	3
	Hours per week	3

### Objectives

Understanding organizational theory is an important part in the study of business administration. This course it's necessary to build skills on how to use knowledge related to administrative process & theories in order to be more efficient as an organization leader.



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## Entrepreneurship and Innovation in Business Models

<b>How to find it in the course catalogue</b>	Course name	Emprendimiento e Innovación en Modelos de Negocio
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	001380
	Credits	3
	Hours per week	3

### Objectives

Currently entrepreneurship is one of the most coveted areas by professionals who want to achieve personal development and financial independence. However, people who want to be entrepreneurs are usually facing problems when they try to identify a new market opportunity, to develop it and to make a long-term project. For these reasons, this course promotes the development of creative thinking skills, and it offers methodologies and tools for identifying needs and opportunities, generating and modeling new ideas, so students will be able to design an innovative business models and present them effectively to investors to help make it a reality.



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## Social Entrepreneurship

<b>How to find it in the course catalogue</b>	Course name	Social Entrepreneurship - Social Entrepreneurship: Sustainable solutions for global challenges (with UCincinnati)
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	034990
	Credits	3
	Hours per week	3

### Objectives

This course seeks to introduce students to social entrepreneurship through work with international and multidisciplinary teams, to solve problems in the Colombian context. The focus is on the development of a business that creates benefits for communities and the environment. With this aim, the students will work in teams, along with students from University of Cincinnati, guided by professors from both universities, in synchronic and asynchronic sessions. Following the theory-practice methodology, throughout the semester, each team will develop a sustainable, feasible and ethically responsible business model to meet the needs of a market. The course will go along the formative topics of entrepreneurship, innovation, sustainability, social entrepreneurship, among others; delving into cross-cutting Ignatian aspects of service and the Common Home, as well as internationalization and language skills.



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## **Teoría de Juegos para Negocios / Game Theory for Business**

<b>How to find it in the course catalogue</b>	Course name	Teoría de Juegos para Negocios / Game Theory for Business
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	034990
	Credits	3
	Hours per week	3

### **Objectives**

Managerial decision making in situations of strategic interaction would most likely benefit from concepts and tools to help determine the best course of action. Situations of strategic interaction exist between the firm and other firms, between the firm and its clients, and between the firm and its suppliers. Likewise, the design of an organization that seeks to operate efficiently requires tools that can help define rules that align each decision maker's interest within the firm to its objectives. Game Theory is a theory of decision making in situations of strategic interaction that provides such tools.



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## International Business

<b>How to find it in the course catalogue</b>	Course name	International Business
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	027252
	Credits	2
	Hours per week	2

### Objectives

The current changes of the world economy and its trend towards greater integration and interdependence means the search for new markets for Colombian companies and products entails great opportunities but, also, big challenges particularly for SMES wanting to take advantage of ftas and integration processes.

This being said, it is clearly relevant to offer future managers the chance to study the basic issues related to international business from the perspective of local SMES while, simultaneously, keeping an eye on the issues of big national and multinational corporations.

Market analysis, economic contextual assessment, and economics and management theories offer different explanations to frame the actions and procedures of business people that intend to take part in the global business community. all this requires an articulating strategic view in order to effectively approach internationalization in a highly competitive environment where gaps, opportunities and knowledge act as differential factors.



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## Negotiation for International Business

<b>How to find it in the course catalogue</b>	Course name	Negociación para Negocios Inte - Negociación para Negocios Internacionales
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	027257
	Credits	2
	Hours per week	2

### Objectives

In today's world, it is mandatory for business students to have basic knowledge and tools that relate to the management skills that allow them to be competitive in the business world. Given that the real world requires collaboration and agreements between people and organisations, this makes that, at the same time, negotiation process become essential.

Likewise, it is important to understand that this is not just about the skills for basic negotiation and the necessary skills to be successful in a globalise environment. It is key to have a multicultural understanding that allows them to face successful international negotiations in any setting.



## Strategy in Action

<b>How to find it in the course catalogue</b>	Course name	Strategy in Action
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	001379
	Credits	3
	Hours per week	3

### Objectives

In this course you will resolve a strategic problem posed by a renowned, real company and solve the strategic challenge through the application of a structured problem solving framework. You will learn how to apply a problem solving framework consisting of team work principles, problem definition and planning, data gathering, data analysis and synthesis, ideation, prototyping and testing of possible solutions and finally present a recommendation, action plan and impact analysis to your clients (the company). This course will challenge you to apply strategic theoretical concepts in a real life context.

The course is composed by 16 guided lectures, presentations, videos, workshops, solution of case scenarios and the development of the real strategic project. The following topics define the main route of the course:

1. Presentation of companies
2. Team definition
3. Problem definition
4. Data gathering
5. Ideation and solution prototyping
6. Business model feasibility and prioritization
7. Testing
8. Iteration and solution improvement
9. Final recommendation and communication of solution and implementation.

This course provides the student (you) with knowledge and skills of integrated strategic analysis. It also allows students to analyze business issues, evaluate alternatives, formulate recommendations and make decisions, develop creative and strategic thinking and oral and written communication skills. It uses business case studies and extensive class interaction to provide you with the opportunity to apply lessons from real business situations understanding the link between the strategy and the business model, analyzing social and ethical issues at the strategic level, and developing innovative approaches to strategic planning designed to accomplish sustainability and competitive advantages.



## Strategy

<b>How to find it in the course catalogue</b>	Course name	Estrategia
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	001369
	Credits	3
	Hours per week	3

### Objectives

Because of the strong competition the organizations should develop their strategic capabilities to reach levels of competitiveness that allows them to survive and / or be successful in the marketplace. For this reason, this course aims students to know, analyze and apply the concepts, methodologies and tools of Strategic Management. The main topics of the course are: concepts and approaches to strategy, competitive strategy, corporate strategy, and internationalization strategy.



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## Globalization

<b>How to find it in the course catalogue</b>	Course name	Globalización
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	020752
	Credits	3
	Hours per week	3

### Objectives

Globalisation refers a phenomenon that interconnects our world and has a profound impact in our daily lives. One of the most powerful ideas that led towards this megatrend was trade liberalisation; once this trend has set its course, many correlated interactions with a global logic appear in several categories ranging from political, financial, and cultural to IT, among others.

Students need to learn how globalisation interconnects different dimensions of our lives, how it creates imbalances, and challenges and the opportunities it creates, as well.



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## Human Resource Management

<b>How to find it in the course catalogue</b>	Course name	Human Resource Management
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	029933
	Credits	3
	Hours per week	3

### Objectives

People are the core and base of organizations. Understanding the processes by which organizations recruit, hire and develop employees is essential in management training. This course focuses on showing the relevance and usefulness of human talent within organizations and the different processes involving the management of it in a perspective of the value of human and ethical commitment in the management of human resources.



## Human Development

<b>How to find it in the course catalogue</b>	Course name	Human Development
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	017671
	Credits	3
	Hours per week	3

### Objectives

This course corresponds to the third level of the Human Resources' area in the Bachelor of Business Administration. It is preceded by a first course on Organizational Behaviour and a second course on Human Resources Management.

The area's general objective on a first level is to raise awareness among the participants on the need to value individuals on an organizational level, and to understand the main variables that affect employees' behaviour within organizations, as well as the consequences of such behaviours for contemporary organizations.

On a second level, the goal is to lead students to recognize basic theories on Human Resources Management and to understand the different processes of recruitment, selection and development used in modern organizations.

Given this background, on a third level, the central concept of this course is leadership, since its comprehension and implementation is called to transform leaders themselves and to release and assess the potential of those who work with them. Through this course, future business administrators are invited, first to raise awareness on a personal level on their needs on human development, which will influence all company staff, as well as its stakeholders.

Hand in hand with today's most recognized thinkers on leadership and human development, leadership is understood as a resource which needs to be valued by its potential to transform individuals, organizations and, in consequence, society in general.



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## Laboral Individual Law I

<b>How to find it in the course catalogue</b>	Course name	Derecho laboral individual 1
	Type	Pregrado
	Department	Dpto Laboral
<b>Course info</b>	Course ID	002193
	Credits	2
	Hours per week	4

### Objectives

This course encompasses the work relations that occur in the private sector, the laws that regulate it and the legal principles that allow the study of the work contract and the its elements.



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## Laboral Individual Law II

<b>How to find it in the course catalogue</b>	Course name	Derecho laboral individual 2
	Type	Pregrado
	Department	Dpto Laboral
<b>Course info</b>	Course ID	002194
	Credits	2
	Hours per week	2

### Objectives

This course gives the student sufficient knowledge that allows him to develop legal criteria to assist the parties in the execution of the individual work contract, recognizing its effect at the individual and social level.



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## International Economic Law

<b>How to find it in the course catalogue</b>	Course name	Derecho económico internacional
	Type	Pregrado
	Department	Dpto Economic
<b>Course info</b>	Course ID	029824
	Credits	2
	Hours per week	2

### Objectives

This course focuses on the legal institutions that regulate economic international relations. Its study is pertinent in the context of the law and economic relation.



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## Law History I

<b>How to find it in the course catalogue</b>	Course name	Historia del derecho I
	Type	Pregrado
	Department	Dpto Filhisd
<b>Course info</b>	Course ID	003117
	Credits	2
	Hours per week	3

### Objectives

This course is based on the premise that studying history in a law department is not a simple add-on that allows students and professors to gain general culture, neither a presentation of facts that will allow students to learn from the mistakes of history. Both outlooks highly impoverish the current disputes about how to read the past and the way in which they impact how we understand law.



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## Research in Law

<b>How to find it in the course catalogue</b>	Course name	Investigación en derecho
	Type	Pregrado
	Department	Dpto Filhisd
<b>Course info</b>	Course ID	029824
	Credits	3
	Hours per week	3

### Objectives

By the end of this course, the student will be able to:

1. Identify the meaning of research in all professional activities of a lawyer.
2. Grasp the use of databases and search tools.
3. Break down and critically evaluate research in law texts.
4. Design a research in law project.
5. Evaluate (contrast and understand strengths and weaknesses) different research methods in the law and political sciences fields.



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## Reading Bogotá's Popular Material Culture

<b>How to find it in the course catalogue</b>	Course name	Reading Bogotá's Popular Mater
	Type	Pregrado
	Department	Dpto Estética
<b>Course info</b>	Course ID	030162
	Credits	2
	Hours per week	2

### Objectives

This course explores methods and tools that have been developed to read objects. Drawing on different disciplines like art, history, aesthetics, anthropology and archaeology, it will explore different ways to analyze material culture, -especially popular culture- providing students with the necessary tools to study objects, buildings and art; and how they relate to their particular culture. The case study will be Bogotá and it will be compared to other cities around the world.



## Design for Sustainability

<b>How to find it in the course catalogue</b>	Course name	Design for Sustainability
	Type	Pregrado
	Department	Dpto Arquitectura
<b>Course info</b>	Course ID	029833
	Credits	2
	Hours per week	2

### Objectives

Sustainable Development is a Holistic concept, one that is more commonly known as: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs," according to the Brundtland Commission. This new mindset has to be introduced from an early stage in young people's professional years. In order to raise awareness among the emerging generations new light has to be shed upon SD, as a transversal axis in the students' curricula. Therefore, people will more likely integrate sustainable measures in their daily lives, both personally and professionally. Design and Sustainability both combined are in major need, due to today's trending unsustainable life styles. Can you imagine buildings and man-made things that function as trees? Imagine a design that cleans the air, regulates temperature, produces energy or food. Can you imagine buildings and man-made things that function as trees? Imagine a design that cleans the air, regulates temperature, produces energy or food.



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