Universidad de los Andes
School of Management

international summer school 2017



COURSE DESCRIPTIONS

1. CAPITALISM AND ENTREPRENEURSHIP IN THE GLOBAL ECONOMY

Christina Lubinski
Copenhagen Business School (Denmark)

June 5 – June 16 (6:00 p.m. – 9:00 p.m.)

The course gives a historical framework for understanding the role of entrepreneurs in shaping global capitalism over the last two centuries. Through a combination of lectures and case study discussions, the students will be introduced to the history of entrepreneurs and firms from different countries and industries. Placing business in a broad political, economic and socio-cultural context, the course explores the challenging decisions and ethical dilemmas entrepreneurs faced in the past, shows long-term developments over time, and asks students to evaluate decision-making processes.

Christina Lubinski *is Associate Professor at Copenhagen Business School, Denmark, where she teaches Entrepreneurship and Global Strategy. She holds a PhD in History from the University of Goettingen, Germany (2009). Prior to joining CBS, she was Newcomen fellow at Harvard Business School. Her research focuses on the foundations of entrepreneurial action and the evolution of organizations and competitive dynamics, as well as the global entrepreneurial ventures. Throughout her career, she has won several awards including the 2013 Oxford Journals Article Prize for the best article in Enterprise & Society for "Managing Political Risk in Global Business" written with Geoffrey Jones.*

2. CORPORATE SUSTAINABILITY AND CLIMATE CHANGE – CHALLENGES AND OPPORTUNITIES FOR BUSINESS

Gyula Zilahy
Budapest University of Technology and Economics (Hungary)

June 5 – June 16 (6:00 p.m. – 9:00 p.m.)

The course provides an introduction to the business-sustainability domain by presenting relevant management theories and corresponding practical experiences. It starts by introducing relevant theories and then demonstrating them by using concrete examples. An array of corporate management tools will be introduced during the course (e.g. sustainability indicators, environmental management systems, sustainability reporting, etc.), which can be useful for course participants during their professional career. Additionally, the course intends to improve negotiation skills through a role-play simulating international climate change negotiations.

Gyula Zilahy *is Associate Professor at the Department of Environmental Economics of the Budapest University of Technology and Economics, Hungary. He holds a PhD in Management Sciences from the Budapest University of Economic Sciences and Public Administration (2003). He has been a guest lecturer at St. Gallen University (Switzerland) and ESADE (Barcelona, Spain). Gyula has served as the Vice-Dean for International Affairs and Research at the Faculty of Business Administration of the Corvinus University of Budapest. His teaching topics include the management of responsible organizations, sustainable business models and the implications of climate change on businesses.*

3. INNOVATION & ENTREPRENEURSHIP IN THE CREATIVE INDUSTRIES

Joeri Mol

The University of Melbourne (Australia)

June 5 – June 16 (9:00 a.m. – 12:00 m)

The main objective of the course is to study closely the processes of innovation and entrepreneurship by examining pioneering case studies from the creative industries. Whilst innovation and entrepreneurship take center stage in the management discipline, the creative industries have traditionally been overlooked. It is only recently that the creative industries are being given due consideration in the study of innovation and entrepreneurship. Did you ever wonder: How does James Cameron assemble the thousands of people that work on the movie 'Avatar'? How does a luxury brand like Dior keep innovating in the face of so many copycat fashion houses? These are some of the many questions to answer within this course.

Joeri Mol *is Senior Lecturer in Organization Studies and Co-Director of the cluster for the study of Organization Society and Markets (COSM) at the University of Melbourne. He holds a PhD in Management Science from Groningen University (2006). Prior to joining the University of Melbourne, he was a Visiting Scholar at the Hitotsubashi University (2003) and the Wharton School (2005). He researches markets and is particularly interested in processes of financialization and evaluation, and how price and value are brought into an (often) uneasy relationship. His work has appeared in the Journal of Management Studies, Sociological Methodology, British Journal of Management and Social Networks, among others.*

4. MARKETING AND MANAGEMENT IN THE FOOD INDUSTRY

Miguel Gómez

Cornell University (USA)

June 5 – June 16 (6:00 p.m. – 9:00 p.m.)

The objective of the course is to reflect on the fundamental principles of marketing and its application to private and public problems typical of the food chain, and to train students in the identification of successful marketing strategies in the food industry. The course addresses a variety of topics, including recent food industry trends in Colombia, Latin America and the world; internationalization of food supply chains; role of customer satisfaction in food retailing; impact of private labels in the food industry; corporate social responsibility; and policies affecting the food industry, among others. The course combines lectures, discussion of case studies, and guest speakers.

Miguel Gómez *is Associate Professor in the Dyson School of Applied Economics and Management at Cornell University. He holds a PhD in Agricultural and Consumer Economics from the University of Illinois (1999). His areas of expertise include food distribution and marketing, food value chains, pricing and price analysis, and quantitative methods. Prior to joining Cornell University, he was Assistant Professor in the Department of Agricultural and Consumer Economics at the University of Illinois (2007-2008). He has obtained several awards, including the Ruth and William Morgan Assistant Professor in Applied Economics and Management.*

5. CATCHING GROWTH WAVES IN EMERGING MARKETS

Alonso Martínez

Columbia University (USA)

June 20 – July 1
June 20 – June 30 (6:00 p.m. – 9:00 p.m.)
June 24 and July 1 (9:00 a.m. – 12:00 m)

The course main objective is to develop capabilities to think strategically about capturing growth in emerging markets. It starts by analyzing the comparative development of relevant countries. Subsequent sessions will explore common patterns that occur as these countries go through similar levels of economic development: the evolution of the base of consumers and commonalities and differences in how internal consumption evolves across countries and cultures as people prioritize their needs and wants. The course will focus on key related factors such as retail channels and how government policy may alter certain growth patterns.

Alonso Martínez *is Senior Lecturer at Columbia Business School and holds an MBA from the Wharton School at the University of Pennsylvania (1982). He combines teaching and research with extensive global experience doing strategy consulting, with particular expertise in emerging markets. Additionally, he was a former Senior Vice President at Booz, Allen & Hamilton (1982-2008). Prior to joining Columbia Business School, he was Project Director of the Global Knowledge Lab on Consumption Patterns at the Wharton School, where he led research on growth related strategies in emerging markets. His focus has been growth related strategies in emerging markets, including international expansion, mergers and acquisitions and go to market strategies.*

6. NON-MARKET STRATEGY

Ariel Casarín

Universidad Adolfo Ibáñez (Chile)

June 20 – July 1
June 20 – June 30 (6:00 p.m. – 9:00 p.m.)
June 24 and July 1 (9:00 a.m. – 12:00 m)

This course examines the interactions between firm strategy and its business environment. It focuses on firms' nonmarket strategies as it considers how managers should determine the firm's actions in relation to the law, regulation and public policy. The course views the business environment through the lens of general management, asking how legal and social factors contribute to the performance of companies and how managers can harness these forces to their firm's advantage. Topics include issues related to market and government failure, activism, the media, several dimensions of regulation, antitrust, intellectual property, activism and the interaction between markets and the law.

Ariel Casarín *is Associate Professor of Strategy at Adolfo Ibáñez Business School (Chile). He holds a PhD in Economics from Warwick Business School (2003), an MSc in Economics and Finance from the University of Warwick (1997), and an MSc in Finance from CEMA University (1995). Most of his research concerns regulatory economics, applied industrial organization and non-market strategy. He has served as a consultant to firms, regulators and other institutions including the Treasury Attorney General's Office (Argentina), the World Institute for Development Economics Research (Finland) and the United Nations Research Institute for Social Development (Switzerland).*

7. CULTURAL BRANDING STRATEGIES

Benoît Heilbrunn

ESCP Europe (France)

June 20 – July 1
June 20 – June 30 (6:00 p.m. – 9:00 p.m.)
June 24 and July 1 (9:00 a.m. – 12:00 m)

The course main objective is to develop an understanding of the specificities of the cultural approach to brands. The course analyzes how a cultural strategy may help to market values, narratives and codes in order to create economic value. It also questions traditional approaches to marketing and branding by showing that brands create culture rather than merely adapting themselves to existing cultural schemes. The seminar is based on a semiotic and anthropological perspective to understand how brands are built and to analyze how brands can use, produce and market cultural iconicity.

Benoît Heilbrunn *is Full Professor of marketing and branding at ESCP Europe and the scientific director of the "Marketing and Communication" specialized master. He holds a PhD in Marketing from the Paris - Dauphine University and INSEAD (2003), and has studied philosophy, semiotics and marketing. Moreover, he is Assistant Professor at the IFM (French Institute of Fashion). He has published more than 10 books and 50 articles on consumption, branding and design management. During his professional career, he has participated as marketing and branding consultant for various companies.*

8. ECONOMIC PSYCHOLOGY

Marcel Zeelenberg

Tilburg University (The Netherlands)

June 20 – July 1
June 20 – June 30 (9:00 a.m. – 12:00 m)
June 24 and July 1 (9:00 a.m. – 12:00 m)

This course investigates the psychological and economic processes underlying individual and social decision-making. We will develop an understanding of the differences between major theories and research practices in economics and psychology. We will learn when and why economic theories fail descriptively, and what alternative theories of decision- making have been proposed. Finally, we will address how the findings from psychology and economics can be applied to improve public policy and real-life decision-making.

Marcel Zeelemberg *is Full Professor of Economic Psychology at Tilburg University. He holds a PhD in Social Psychology from the University of Amsterdam (1996), and studied Cognitive Psychology at Leiden University. Prior to enrolling at Tilburg University, he was a Postdoctoral Research Fellow at the Eindhoven University of Technology and the University of Sussex (1996-1998). He was an Assistant Professor of Marketing at Tilburg University (1998-2000) and was appointed Full Professor of Social Psychology in 2000. He was also the Head of the Social Psychology Department at Tilburg University (2010-2012). His research interests include social and economic psychology, negotiation, consumer behavior and marketing communications.*

9. REAL ESTATE FINANCE

Jaime Sabal

ESADE Business School (Spain)

July 4 – July 14
July 4 – July 14 (6:00 p.m. – 9:00 p.m.)
July 8 (9:00 a.m. – 12:00 m)

Real Estate is one of the most important assets, as well as a key resource in the economy. Most institutional and individual investors hold a significant proportion of their wealth in property. This course fills a frequent vacuum existing in most business schools in this area by helping students gain an understanding of this important and special business. By the end of the course, participants should be able to analyze, assess and evaluate real estate investment and financing proposals and be prepared to join one of the many professional fields in this line of business.

Jaime Sabal *is Associate Professor in the Department of Economics, Finance and Accounting at ESADE. He holds a PhD in Finance from the Wharton School at the University of Pennsylvania (1986). He has been Visiting Professor at different universities such as the Stern School of Business at NYU and Instituto Tecnológico de Monterrey (EGADE), among others. He was vice-president of the US consultancy company A.T. Kearney (1995 - 1998) and founder and director of a consultancy firm with broad experience in financial advice projects (1989-1995). His research interests include corporate finance with an emphasis on emerging markets and real estate finance.*

10. FAMILY, ENTREPRENEURSHIP AND SOCIETY

Kathleen Randerson

Audencia Business School (France)

July 4 – July 14
July 4 – July 14 (6:00 p.m. – 9:00 p.m.)
July 8 (9:00 a.m. – 12:00 m)

This course seeks to provide students with an enlightened understanding of the special world of family entrepreneurship. The course will consider the key components that comprise the interface family – entrepreneurship – society with special attention on the aspects that are culturally specific. It will be of interest to all because family supports formally or informally nascent entrepreneurs. In addition, considering the widespread nature of family businesses many students may work in a family firm as employee. The course will be of special interest for students that come from families that own and/or manage one or more business enterprises. Family plays an important role in developing entrepreneurial behaviors of family members and family businesses.

Kathleen Randerson *is Associate Professor at Audencia Business School, visiting professor at the University of Bergamo (Italy), and affiliate researcher at the EMLyon Business School. She obtained her PhD from the University of Grenoble (2012), where she was adjunct faculty member. Before joining academia, she worked in several high-tech firms and institutions of higher education. Her research interests include Family Entrepreneurship, Corporate Entrepreneurship, Entrepreneurial Orientation, and Internationalization. Currently, she is the Coordinator of the ECSB special interest group dedicated to Corporate Entrepreneurship, Chair of the AOM Entrepreneurship Division Communications Committee, and coordinator of the French STEP (Successful Transgenerational Entrepreneurship Practices) team.*

11. SUSTAINABLE URBAN FREIGHT AND CITY LOGISTICS

Miguel Jaller

University of California Davis (USA)

July 4 – July 14
July 4 – July 14 (9:00 a.m. – 12:00 m)
July 8 (9:00 a.m. – 12:00 m)

The course discusses freight transportation systems with specific emphasis on urban operations, economics, management, and planning with the aim of achieving a more sustainable system. It will focus on city logistics strategies with national and international examples, identifying the fundamentals of urban freight transportation systems from the public and private sector points of view. This course aims to get an understanding about design logistics operations and/or policies that maximize total social benefits, the techniques to achieve improved urban distribution structures and the models and tools used to quantify the impacts of urban logistics decisions.

Miguel Jaller *is an Assistant Professor at the University of California Davis. He holds a PhD in Transportation Engineering at the Rensselaer Polytechnic Institute (2011). He is also a Faculty member at the Institute of Transport Studies where he leads the Sustainable Freight Strategy and the National Center for Sustainable Transportation. His research interests are in the areas of sustainable freight transportation systems, city logistics, supply chain management, and disaster response logistics. Additionally, he has been part of a number of important projects funded by the United States Department of Transportation (USDOT), the California Department of Transportation (Caltrans) and the New York Metropolitan Transportation Council, among others.*

12. POSITIVE LEADERSHIP AND ORGANIZATION

Miguel Pina e Cunha

Nova School of Business and Economics (Portugal)

July 4 – July 14
July 4 – July 14 (6:00 p.m. – 9:00 p.m.)
July 8 (9:00 a.m. – 12:00 m)

The main purpose of this course is to evaluate an advanced approach to organizational behavior through the light of recent developments in the field of Positive Organization Scholarship. The course offers behavioral clues on how to develop positive practices at the individual, relational, team, and organizational levels. It explores the characteristics and nature of positive teams and organizations and how leaders and organizational members can contribute to their creation. The course will consider the impact of the positive approach on effectiveness at the various levels of the organization. It is recommended to those with an interest in the human side of organizing.

Miguel Pina e Cunha *is Full Professor at Nova School of Business and Economics, in Lisbon, Portugal. He holds a PhD in Management from Tilburg University (1998) and has published more than 150 papers in international journals. He has served as a member of the International Editorial Board of the International Encyclopedia of Organizations Studies (Sage, 2008) and worked with several companies on leadership and change management processes. Two of his latest books are: The Virtues of Leadership (with Arménio Rego and Stewart Clegg, Oxford University Press, 2012) and is currently preparing Positive Organizational Behavior (Routledge). In 2016, he received the European Management Review best paper award.*

13. BABSON BUILD – THE ENTREPRENEURSHIP PROGRAM

BABSON COLLEGE (USA)

July 16 – July 21
Daily classes: 9:00 a.m. – 5:00 p.m.

This course will be taught at Babson in Wellesley, Massachusetts (14 miles west of Boston)

Opened only to Uniandes School of Management Master students

Babson College, a global leader in entrepreneurship education, teaching and research, will deliver an entrepreneurship program in which the overall goal is to provide a learning experience to students in which they acquire a business global perspective and entrepreneurial mindset. At Babson, Entrepreneurship is defined as a way of thinking, acting that is opportunity obsessed, and leadership balanced. It isn´t just an academic discipline, it´s an attitude and a way of living.

The course will include case studies, break-out sessions, videos and lectures. Strong emphasis will be placed on the primary and secondary topic areas of entrepreneurship and the development of strong negotiation skills. A special focus will be made on topics such as entrepreneurial thought and action, entrepreneurial finance, innovation and corporate entrepreneurship. Delivery as well as materials are in English and participants are required to prepare for each class, present and participate in the class discussion.