

¡Inscríbete ya!



XI Escuela Internacional de Verano 2017

Escuela Internacional de
Ciencias Económicas
y Administrativas



Universidad de
La Sabana

XI Escuela Internacional de Verano

La Escuela Internacional de Ciencias Económicas y Administrativas -EICEA- quiere ofrecerte los mejores **Cursos Vacacionales Internacionales** con profesores extranjeros altamente calificados.

Se trata de una excelente oportunidad para ampliar tus conocimientos, practicar inglés y vivir una experiencia de internacionalización en casa. Además, los créditos de los cursos que tomes serán homologados por materias de tu pensum académico.

Este año, en **la XI versión de la Escuela Internacional de Verano** podrás elegir entre una oferta de **nueve (9) cursos** para estudiantes de pregrado y postgrado correspondientes a diferentes departamentos de la EICEA: Administración y Organizaciones, Innovación y Emprendimiento, Negociación y Comercio Internacional, Mercadeo, Gestión de Operaciones, Economía, Finanzas, Servicio, Hospitalidad y Calidad.



El valor de los cursos incluye: refrigerios, material de las clases y certificado de participación.

**El estudiante que realice 2 cursos de la Escuela Internacional de Verano tendrá un descuento del 40% sobre el curso de menor valor.*

*** Si eres estudiante de otra Facultad tu homologación estará sujeta a la aprobación de la Dirección de tu programa.*

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Strategic Management and Business Simulation

Departamento: Administración y Organizaciones

Curso Dictado por dos profesores



Johannes de Klerk, Ph.D

Dubai College,
Higher
Colleges of
Technology



Descripción General

This is the capstone course in the Business Administration discipline. Through case studies it analyses the nature of competitive advantage, and the various strategies available for firms to develop sustainable business growth in a global environment. The course features a complex business simulation game in which students can show, by making a series of inter-related decisions, their ability to apply business administration concepts in practice for the benefit of an imaginary company.

Temas Principales

- Strategy and quest for competitive advantage.
- Leadership and the strategic management process.
- Analyzing the company's external environment.
- Analyzing the company's internal situation.
- The five generic competitive strategies.

- Supplementing the chosen competitive strategies.
- Superior strategy execution.

Idioma: inglés No. horas: 40 Horario: 9:00am a 1:00pm

Inicio: lunes 5 de junio Fin: viernes 16 de junio



Jorge Ochoa

Universidad
de La Sabana



Temas Principales

- **Strategic Management**
 - The strategic management process.
 - Corporate strategies.
 - Competitive strategies.
 - Current strategic management issues.
- **The Strategy of International Business**
 - Strategy & the firm.
 - Global expansion, profitability & profit growth.
 - Cost pressures & pressures for local responsiveness.

Idioma: inglés No. horas: 25

Horario: 9:00 a. m. a 2:00 p m.

Inicio: martes 20 de junio Fin: martes 27 de junio

Homologación

- AE: Direccionamiento Estratégico – 3 créditos
- ANI: Direccionamiento Estratégico – 3 créditos
- A&S: 2 créditos electivos
- AMLI: Direccionamiento Estratégico – 3 créditos
- EYFI: 2 créditos electivos

Inversión:
\$1'090.000



Game Theory and Industrial Organization: The Economics of Strategy

Departamento: Economía



Thomas Knight, Ph.D

University of Florida



Descripción General

Industrial Organization is an important subfield of economics, with a wide array of applications to other business disciplines. Industrial Organization is the study of imperfect competition and firm behavior in imperfectly competitive markets. In essence, it is the practical study of “real world” markets, which are usually imperfectly competitive. Game Theory is another important subfield of economics, which focuses on analyzing strategic behavior. The intersection of these two fields is a rich area of economic and business research. This intersection includes such interesting topics as price wars, product differentiation, quality development, research and development, and product bundling. Game Theory and Industrial Organization, at its core, is an economics course that examines business strategy, but it is also one with clear applications to strategic marketing and strategic management.

Temas Principales:

- Perfect competition and monopoly.
- Strategic interactions as games.
- Simultaneous decisions.
- Sequential decisions.
- Quantity competition.
- Price competition.
- Product differentiation.
- Advertising decisions.
- Research and development.



Idioma: inglés



No. horas: 40



Horario: 9:00 a. m. a 1:00 p. m.



Inicio: lunes 5 de junio



Fin: viernes 16 de junio

Homologación

- AE: 2 créditos electivos
- ANI: 2 créditos electivos
- A&S: 2 créditos electivos
- AMLI: 2 créditos electivos
- EYFI: seminario de plan de estudios obligatorio de 4 créditos (para poder hacer efectiva la homologación se debe realizar también el curso: “Global Asset Management.”)

Inversión:
\$ 840.000

Global Asset Management

Departamento: Finanzas



**Álvaro
Pedraza,
Ph.D**

World
Bank



Descripción General

This course covers the main principles and applications of portfolio management, with a strong emphasis on investments in international equity markets. The course starts by covering issues of standard portfolio management and risk modeling, typical to daily professional practice. Then, we will extend those tools to encompass macroeconomic and international issues such as exchange rates, interest rate parity and international arbitrage, exchange rate fluctuation exposure, as well as the management of international cash flows. The course provides a guideline to optimize financial decisions under domestic and foreign risks.

Temas Principales

- Investment and multinational financial management.
- Asset allocation decision.
- Investments in global markets.
- Security markets and market indexes.
- Evaluation of portfolio performance.
- Valuation techniques.
- International cash flows and exchange rates.
- International arbitrage and interest rate parity.
- Exchange rate determination.
- Macro-analysis.

 Idioma: español- inglés

 No. horas: 36

 Horario: 2:00 p. m. a 6:00 p. m.

 Inicio: martes 6 de junio

 Fin: viernes 16 de junio

Homologación

- AE: 2 créditos electivos
- ANI: 2 créditos electivos
- A&S: 2 créditos electivos
- AMLI: 2 créditos electivos
- EYFI: seminario de plan de estudios obligatorio de 4 créditos (para poder hacer efectiva la homologación se debe realizar también el curso: "Game Theory and Industrial Organization: The economics of Strategy.")

Inversión:
\$ 840.000



Doing Business in East Asia

Departamento: Negociación y Comercio Internacional



Benjamin Creutzfeldt, Ph.D

Johns Hopkins University



Descripción General

The societies and economies of East Asia –China, Japan and the Koreas, as well as Singapore, Hong Kong and Taiwan– are deeply intertwined and rooted in common traditions: Confucian values, chopsticks and the Chinese script. And yet, the trajectories of these countries in the twentieth century could not have been more diverse. This course will explore the rise to prominence of the region and attempt to link the history of business organizations in East Asia to broad narratives of cultural, social, economic, and political change. Special attention is paid to economic policy, management and entrepreneurship, how this region has been formed, informed and transformed, and how to engage constructively with this reality from Latin America.

Temas Principales

- China: it moves and it is everywhere.
- China: Confucian culture.
- Japan: a paradoxical story.
- Korea: overcoming poverty and moving beyond.
- Asian Tigers: Hong Kong & Singapore.
- Contemporary culture in East Asia.
- Asian economies and Latin America.
- Market entry in Asia.

 Idioma: inglés

 No. horas: 40

 Horario: 9:00 a. m. a 1:00 p. m.

 Inicio: lunes 5 de junio

 Fin: viernes 16 de junio

Homologación

- AE: 3 créditos electivos
- ANI: electiva de énfasis en Negociación- 3 créditos
- A&S: 2 créditos electivos
- AMLI: electiva de Comercio Internacional 3 créditos
- EYFI: 2 créditos electivos

Inversión:
\$ 1'090.000



From the Creativity Generation to the Innovation Management

Departamento: Innovación y Emprendimiento
Curso dictado por dos profesores



Margarida Piteira, Ph.D

Lisbon Accounting and Business School at Instituto Politécnico de Lisboa



Descripción General Módulo 1:

The purpose of this course is to expose students to the challenges of developing creativity skills at workplace in order to improve the innovation at organizations. To this end, the course draws on multiple action-based learning tools to challenge the students to build an individual approach to leveraging creativity competences and innovation strategies during their professional career.

Temas Principales

- Creativity generation.
- Innovation management.
- Creativity and innovation for the organizations of the 21st century.

Idioma: inglés

No. horas: 40

Horario: 9:00 a. m. a 1:00 p. m.

Inicio: lunes 5 de junio

Fin: viernes 16 de junio



Claudia Umanzor, MSc

Universidad de La Sabana



Descripción General Módulo 2:

The Sustainable Module intends for the student to get familiar with the different applications and aspects of sustainable development, as a holistic concept; also to train students in design techniques, which will become key tools to materialize and socialize ideas prior to product development.

Temas Principales

- To get familiar with the different concepts that pivot around sustainable development.
- To provide training in creative problem solving.
- To recognize in sustainable design, an easy and creative way to express ideas.
- To emphasize in the investigative and exploratory phase, prior to design solutions.
- To develop projects that are based on real problems within society and its many sectors, enabling an interdisciplinary environment and cooperation among students.

Idioma: inglés

No. horas: 20

Horario: 9:00 a. m. a 1:00 p. m.

Inicio: martes 20 de junio **Fin:** martes 27 de junio

Homologación

- AE: Creatividad e Innovación y Diseño de Producto y Servicio - 3 créditos
- ANI: Creatividad e Innovación y Diseño de Producto y Servicio - 3 créditos
- A&S: Creatividad e Innovación y Diseño de Producto y Servicio - 3 créditos
- AMLI: Creatividad e Innovación y Diseño de Producto y Servicio - 3 créditos
- EYFI: 2 créditos electivos
- GAS: Creatividad e Innovación y Diseño de Producto y Servicio- 3 créditos

Inversión:
\$ 1'090.000

Social Media and Data Analytics: A case of the U.S. Hotel Industry

Departamento: Servicio, Hospitalidad y Calidad



**Miyoung
Jeong,
Ph.D**

University
of South
Carolina



Descripción General

This course is designed to evaluate a U.S. hotel industry from the perspectives of customers' experience with a hotel, so called customer reviews on Tripadvisor.com.

Temas Principales

- Overview of the Hotel industry.
- Unique characteristics and classifications of the hotel industry.
- Hotel markets in the U.S.
- Key hotel brands.
- Hotel brand identifications.
- Review and understanding dataset of Tripadvisor.
- Analysis of customer reviews of luxury hotels in the U.S. and comparison of brand promise with customer reviews.

Idioma: inglés

No. horas: 40

Horario: 9:00 a. m. a 1:00 p. m.

Inicio: lunes 5 de junio

Fin: viernes 16 de junio

Homologación

- AE: 2 créditos electivos
- ANI: 2 créditos electivos
- A&S: énfasis (Telecomunicaciones, Eventos, Salud o Transporte) 2 créditos
- AMLI: énfasis AMLI
- EYFI: 2 créditos electivos
- GAS: 2 créditos electivos

Inversión:
\$ 840.000



Operations Management and Supply Chain

Departamento: Gestión de Operaciones



Samira Keivanpour, Ph.D

University of Laval



Descripción General

This course provides an introduction to the fresh concepts in operation management and supply chain management. The selected topics provide the insights to the opportunities and challenges of the operation management in the globalization era, information technology development, and sustainability context. The level of discussion varies from strategic to operational control of the business processes. The case studies are selected to provide real challenges and the application of the concepts in the business context.

Temas Principales

- Introduction to operation management and supply chain.
- Operation management in globalization era.
- Strategic approach to supply chain management.
- Value creation in the supply chain management.
- Sustainability in the supply chain.
- Operationalization of the sustainability in the supply chain management.
- Internet of things and big data and application in supply chain.
- Risks and disruptions in the supply chain and resilient supply chain.
- Logistics management.

🗨 Idioma: inglés

🕒 No. horas: 40

🕒 Horario: 9:00 a. m. a 1:00 p. m.

📅 Inicio: lunes 5 de junio

📅 Fin: viernes 16 de junio

Homologación

- AE: 2 créditos electivos
- ANI: 2 créditos electivos o Gestión de Operaciones (3-créditos) cursando módulo adicional
- A&S: 2 créditos electivos
- AMLI: énfasis AMLI
- EYFI: 2 créditos electivos

Inversión:
\$ 840.000



Strategic Renewal and Dynamic Capabilities

Departamento: Administración y Organizaciones



Adriana Roseli Wunsch, Ph.D

Federal University of Paraná



Descripción General

This course will provide an overview in strategic renewal, competences, resources and dynamic capabilities, with a view to economic and procedural approach.

Temas Principales

- Resource based view.
- Competence development.
- Dynamic capabilities: origins, various concepts, operational capabilities, performance, empirical studies.
- Knowledge and learning in competence and capabilities development.

 Idioma: inglés

 24 (12h semanales)

 Horario: viernes: 2:00 p. m. - 8:00 p. m. - sábado: 7:00 a. m. - 1:00 p. m.

 Fechas: junio 9, 10, 16, 17

Homologación

- Maestría en Gerencia de Inversión: electiva 2 créditos
- Maestría en Gerencia Estratégica: electiva 2 créditos



Purchasing and Supplier Relationship Management

Departamento: Gestión de Operaciones



**Antonia
Kappel,
Doctorando**

Fachhochschule
Münster



Descripción General

This course will give a brief overview of current trends and challenges on buyer-supplier markets. From these developments, different characteristics of supplier relationships will be derived that require an intense relationship management.

Regarding the operative procurement processes, different ways of procurement and their pitfalls will be introduced. Just-in-time procurement, KANBAN replenishment or catalogue procurement are just some of the different procurement procedures to be presented.

Temas Principales

- Supplier evaluation and commodity strategies.
- Current trends and challenges on buyer-supplier markets.
- Price negotiations.

 Idioma: inglés

 24 (12h semanales)

 Horario: viernes: 2:00 p. m.- 8:00 p. m. - sábado: 7:00 a. m. - 1:00 p. m.

 Fechas: junio 9, 10, 16, 17

Homologación

- Maestría en Gerencia de Inversión: electiva 2 créditos
- Maestría en Gerencia de Operaciones: electiva 2 créditos
- Maestría en Gerencia Estratégica: electiva 2 créditos



Curso	Profesor	Idioma	Fecha Inicio	Fecha Fin	Horarios	Duración total	Inversión
Strategic Management and Business simulation	Johannes de Klerk Jorge Ochoa	Inglés	Junio 5 Junio 20	Junio 16 Junio 27	9:00 a. m. a 1:00 p. m. 9:00 a. m. a 2:00 p. m.	65h	\$1'090.000
Game Theory and Industrial Organization	Thomas Knight	Inglés	Junio 5	Junio 16	9:00 a. m. a 1:00 p. m.	40h	\$840.000
Global Asset Management	Álvaro Pedraza	Inglés Español	Junio 6	Junio 16	2:00 p. m. a 6:00 p. m.	40h	\$840.000
Doing Business in East Asia	Benjamin Creutzfeldt	Inglés	Junio 5	Junio 16	9:00 a. m. a 1:00 p. m.	40h	\$1'090.000
From the Creativity generation to the Innovation Management	Margarida Piteira Claudia Umanzor	Inglés	Junio 5 Junio 20	Junio 16 Junio 27	9:00 a. m. a 1:00 p. m.	60h	\$1'090.000
Social Media and Data Analytics: A case of the U.S. Hotel Industry	Miyoung Jeong	Inglés	Junio 5	Junio 16	9:00 a. m. a 1:00 p. m.	40h	\$840.000
Operations Management and Supply Chain	Samira Keivanpour	Inglés	Junio 5	Junio 16	9:00 a. m. a 1:00 p. m.	40h	\$840.000
Strategic Renewal and Dynamic Capabilities	Adriana Roseli Wünsch	Inglés	Junio 9	Junio 17	Viernes: 2:00 p. m. -8:00 p. m. Sábado: 7:00 a. m. - 1:00 p. m.	24h	\$1'500.000
Purchasing and Supplier Relationship Management	Antonia Kappel	Inglés	Junio 9	Junio 17	Viernes: 2:00 p. m. - 8:00 p. m. Sábado: 7:00 a. m. - 1:00 p. m.	24h	\$1'500.000



Profesores Invitados

Johannes de Klerk, Ph.D

Dubai College,
Higher Colleges of
Technology



Álvaro Pedraza, Ph.D

World Bank



Thomas Knight, Ph.D

University of Florida



Antonia Kappel, Doctorando

Fachhochschule
Münster



Benjamin Creutzfeldt, Ph.D

Johns Hopkins
University



Miyoung Jeong, Ph.D

University of
South Carolina



Samira Keivanpour, Ph.D

University of Laval



Margarida Piteira, Ph.D

Lisbon Accounting and
Business School at Instituto
Politécnico de Lisboa



Adriana Roseli Wünsch, Ph.D

Federal University
of Paraná



Consulta el proceso de inscripción a través del siguiente link:
<https://www.unisabana.edu.co/programas/cursos-intersemestrales/>