

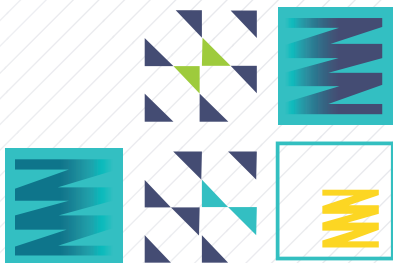


Universidad de
los Andes
Colombia

School of
Management
Leadership for Life



international
summer
school **2025** 



**COURSE
DESCRIPTIONS**

The Art of Pricing & Customer Value Management

Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)
Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

On-campus | PM



Frédéric Jallat

Full Professor
ESCP Business School

Articulating pricing and customer value management strategies can lead to highly sustainable competitive advantages for companies that can master the architecture, techniques and KPIs in the field. The essence of the course focuses on how businesses attempt to capture and exploit customer value, as well as profits, in the value proposition they generate. Additional emphasis will be placed on establishing new business models, leveraging behavioral pricing & cognitive biases, defining dynamic pricing and yield management techniques, taking advantage of loyalty programs and retention tactics in environments pressured by low-cost companies and online pure players.

Frédéric Jallat is Professor at ESCP Business School. He holds a PhD in Management and Business Administration, Summa cum Laude (1992). He is an associate researcher at the KPMG Chair and Academic Director of the MSc. in Biopharmaceutical Management. His expertise includes marketing, pricing, customer value management, CRM, business model innovation, and service marketing. Frédéric also teaches at Sciences Po Paris, Institut Pasteur, and the French Fashion Institute (IFM). He has authored five reference books and numerous international articles. A graduate of New York University and Panthéon-Sorbonne University, he has been a visiting professor in over 20 institutions worldwide. He serves as vice-president of S3Odéon, a nonprofit focusing on science, health, and society. Passionate about travel, music, and cinema, he has visited more than 70 countries, all of which have nourished and shaped his existence.

Sustainable and Regenerative Destination Management

Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)
Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

On-campus | PM



Christian Schott

Associate Professor
Victoria University of Wellington, New Zealand

Tourism is often used as an economic development tool in developed and developing countries alike. However, recent protests against tourism in several countries have highlighted community concerns, while in places seen as leaders in sustainable tourism (e.g., New Zealand), the benefits of tourism to society, the environment, and the economy have been questioned. Against this backdrop, this course examines tourism and destination management through the lens of sustainability and the stakeholder framework. By embedding tourism within its broader social, environmental, and cultural ecosystem, both sustainable and regenerative approaches to enhancing the wellbeing of communities and the environment will be explored, supported by case studies from across the globe. The course incorporates problem-based and experiential learning using a multi-award-winning VR-based tool developed by VUW for sustainability education.

Christian Schott is an Associate Professor of Sustainable Tourism Management at Wellington School of Business and Government, at the Te Herenga Waka-Victoria University of Wellington in Aotearoa New Zealand. He holds a PhD in Human Geography (Tourism Geographies) from the University of Exeter (1998). His research explores tourism impacts, climate change, sustainability education, VR in education, and the SDGs-business nexus. As Chair of the UN Principles of Responsible Management Education (PRME) Steering Committee at WSBG, Christian leads a transdisciplinary project using virtual reality to promote experiential education on sustainability and climate change, which earned the Gold Award in the Sustainability Category at the QS-Wharton 2020 Reimagine Education Awards. He has addressed the New Zealand Parliament on Sustainable Tourism, published extensively in top tourism journals, and serves as Associate Editor for the Journal of Tourism Futures. Notable achievements include the 2018 Tourism Recreation Research "Research Article of the Year" Award and a 2022 Te Whatu Kairangi | Aotearoa New Zealand National Tertiary Educator Award for excellence in scholarship, innovation, and teaching.

Leveraging Data and AI for Market Disruption and New Venture Creation

Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

☰ On-campus | PM



**Bryan
Boots**

Associate teaching Professor

University of
Missouri-Kansas City
(UMKC)

This course combines data science and AI to equip students with skills to identify market opportunities, drive disruption, and create sustainable business ventures. Through hands-on experience with datasets and AI tools, students will learn to spot market gaps, forecast trends, and design scalable AI-enhanced products and services. Students will explore case studies and develop projects incorporating data-backed business models and AI-driven products, emphasizing ethics, scalability, and societal impact. Projects will assess how AI and data science can foster responsible growth, enhance resilience, and drive industry-wide transformation. Students will focus on sustainability, aligning with UN SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation, and Infrastructure). The course introduces data science and AI concepts through entrepreneurship and innovation. No prior technical experience is necessary—just an interest in learning.

Bryan Boots is an Associate Professor at the Henry W. Bloch School of Management and Managing Director of the Regnier Institute for Entrepreneurship & Innovation at the University of Missouri-Kansas City (UMKC). Dr. Boots holds a PhD in Systems Engineering from Colorado State University (2022), an MS in Engineering from the University of Arkansas (2020), and an MBA in Entrepreneurship and Finance from UMKC (2014). He teaches courses on business analytics, information systems, technology entrepreneurship, and management. His research focuses on computational social science, applied network science, and online platforms. He leads a grant-funded project developing open-source tools to enhance informational diversity in social media feeds. Dr. Boots has worked for large tech corporations (Garmin), startups (Ainstein.ai), and consulted on machine learning (computer vision) for global organizations. In 2024, as a Fulbright Scholar in Chile, he developed machine learning models to predict demand for premium Chilean wines and taught business analytics at Universidad Adolfo Ibáñez.

Leading Strategic Innovation in the Age of Digital and Sustainable Transformation

Week 1

Tuesday - Friday (6:30 am – 9:30 am)

Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:30 am – 9:30 am)

☰ Online | PM



**Fernando
Sanchez
Henríquez**

Assistant Professor

Universidad de Chile

This course provides participants with the strategic frameworks to harness innovation as a means to gain competitive advantage amidst the twin revolution — the convergence of digitalization and sustainability. While digital transformation streamlines processes, enhances connectivity, and enables data-driven decisions, sustainability ensures that innovation aligns with environmental and societal goals. Participants will engage with the latest scientific insights on how these two forces can complement each other, exploring practical cases where technology drives sustainable solutions, such as smart energy systems, circular economy models, and responsible supply chains. The course emphasizes balancing stakeholder interests by aligning innovation efforts with long-term social, environmental, and economic value creation, preparing leaders to navigate the complexities of sustainable digital transformation.

Fernando Sanchez Henríquez is an expert in strategy, innovation, and international business. He holds a Ph.D. in Management from Rutgers University, USA (2016) and is currently a faculty member at Universidad de Chile and serves as the Academic Director of the MBA Sunrise program. Over the past decade, he has held key leadership positions in business schools in Latam. Dr. Sanchez Henríquez has extensive teaching experience at both undergraduate and MBA levels, earning multiple awards for teaching excellence. His research focuses on innovation networks, international competitiveness, and digital transformation, with publications in renowned journals such as British Journal of Management, International Journal of Emerging Markets and Public Administration Review. In addition to his academic career, he is the founder of ComeniusAI, promoting AI adoption in Latin American schools, and serves as Executive Director of Drucker Consulting & Tools, providing strategic and innovation consulting across industries including retail, pharmaceuticals, and education.



Entrepreneurship Bootcamp

Tuesday - Saturday (8:00 am – 2:00 pm)

☰ On-campus | PM

The Uniandes Entrepreneurship Bootcamp is an intensive course for the development of entrepreneurial skills and the creation of high-impact entrepreneurship projects. The course is structured around two different types of methodologies: (i) Problem Based Learning (PBL) methodology, where participants will face challenges associated with the different stages of the entrepreneurial process and will be guided by international experts; and (ii) the construction of an individual entrepreneurship project that will be presented to an external evaluating panel that will award the winner a seed capital prize for its development.

The course requires high participant interaction both in group and individual work in order to develop their entrepreneurial skills. It will feature the participation of prominent Latin American entrepreneurs who have created new milestones in entrepreneurship in the region in last years and will be able to share their experience and knowledge with the participants.

Sustainable Infrastructure Finance

Week 1

Monday - Friday (6:30 am – 9:30 am)

Week 2

Tuesday - Friday (6:30 am – 9:30 am)

Saturday (9:00 am – 12:00 m)

Online | PM



 **Ashenafi Fanta**

Associate Professor
Stellenbosch University

The role of infrastructure in economic development is widely recognized and integral to national development plans. Its importance is heightened by climate-related disasters and the need for sustainable economic growth. Infrastructure is key to sustainable development, with quality, reliable, and resilient infrastructure emphasized in SDG Goal 9. Social and economic infrastructure is essential for achieving inclusive growth (Goal 10), expanding education (Goal 4), and providing job opportunities (Goal 8). This course offers a comprehensive understanding of sustainable infrastructure finance, exploring key concepts, tools, and practices for funding and managing infrastructure projects with economic, environmental, and social sustainability in mind, focusing on the Colombian context.

Dr. Ashenafi Fanta is an associate professor and head of Ph.D. development finance program at the Stellenbosch Business School. Prof. Fanta holds a doctoral degree from Johannes Kepler University of Linz, Austria (2010) and a master's and a bachelor's degree with distinction from Addis Ababa University, Ethiopia. Before joining the School, Prof. Fanta was Data Analysis and Segmentation Expert at FinMark Trust where he was involved in developing segmentation models. Before FinMark Trust, Prof. Fanta had been teaching at higher learning institutions in Ethiopia for 12 years. Prof. Fanta has published in several scholarly Journals and delivered papers at international conferences. He received the Best-Paper award from Taylor & Francis at the International Academy of African Business and Development (IAABD) Conference held in Atlanta, the USA for his paper published in the Journal of African Business. His research interests include financial development, infrastructure finance, SME finance, and financial inclusion.

International Sales and Selling

Week 1

Monday - Friday (6:00 pm – 9:00 pm)

Week 2

Tuesday - Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

On-campus | PM



 **Carlton O'Neal**

Clinical Professor of Marketing
University of San Diego

To introduce students to the many issues undertaken by salespeople in international settings, while learning to sell themselves, their company, and their products/services in countries worldwide, all within a socially responsible and ethical framework. Students will learn the basic tenets of adaptive, relationship selling in dealing with various sales situations and business cultures—as well as the power of SPIN selling to obtain commitment in larger, more complex transactions, while getting multiple chances to practice the art of presenting, selling, negotiating, and closing through numerous presentations and role-plays both in teams and individually.

Carlton O'Neal is a Clinical Professor at the University of San Diego, teaching Marketing, Business-to-Business Marketing, and Professional Selling, as well as Marketing and Sales for local executives. He holds a JD and MBA from Southern Methodist University and a BS in Electrical Engineering from Rose-Hulman Institute of Technology. Previously, he held VP and CEO roles in start-up and public tech companies, including GigaRiver, Proximity, Alvarion (Israel), Bosch Telecom (Germany), and Texas Instruments. He was instrumental in creating the first commercial 4G standard, WiMAX, and led strategic initiatives in market targeting, positioning, partnerships, and sales in over 35 countries. Dr. O'Neal began his career in management at voicemail inventor Octel and AT&T and practiced corporate and technology law at Baker & Botts.

Strategy for Talent Attraction and Retention (STAR)

Week 1

Monday - Friday (6:00 pm – 9:00 pm)

Week 2

Tuesday - Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

☰ On-campus | PM



 **Filipa Rodrigues**

Assistant Professor

Nova School of Business and Economics

Organizations face significant challenges in attracting and retaining talent. This course aims to discuss the main factors contributing to both talent attraction and retention. Students will analyze the case study of CraftCo, a leading company in the fast-moving consumer goods (FMCG) sector. Over the past 50 years, CraftCo's Latin American business has grown to become one of the region's strongest players in the food and beverage sector, with key markets including Colombia, Peru, Brazil, Mexico, Argentina, and Chile. This real case illustrates how one of the world's leading companies in the FMCG sector used strategies to retain its Key Talents in Latin America. This module places a strong emphasis on active learning through case analyses and simulations.

Filipa Rodrigues Holds a PhD in Management from Nova SBE (2020). Her thesis on "Aging at Work" received an award for the best dissertation in the PhD in Management in the academic year of 2019/2020. Filipa has been working for more than 20 years as a management consultant, advising national and multinational boards, leading projects in areas like strategic HR, organizational behavior, and leadership. Filipa has been teaching Human Resource Management and Leadership for seven years and is currently an Assistant Professor at Nova SBE. Her research has been published in top journals, and she has presented at international conferences.

Life Science Economics and Business

Week 1

Monday - Friday (6:00 pm – 9:00 pm)

Week 2

Tuesday - Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

☰ On-campus | PM



 **Johannes Sauer**

Professor and Head of Department Economics & Policy

Technical University Munich

This course will give a comprehensive overview of the economics and business matters involved in the Life Science sector and its rapid dynamics. Students will learn to apply economic concepts and business analytical tools to analyze supply and demand side issues in the life science sector. The course will also discuss adoption and diffusion of biobased technologies and innovations as well as highlight regulatory implications. Examples will be used from biobased industries and products around the world predominantly referring to the well-developed life science sectors in the EU. Monitoring and measurement issues will be finally outlined and empirically applied using data and insights from large EU collaborative research projects on the (circular) bioeconomy.

Professor **Johannes Sauer** is Head of the Department for Economics & Policy and Academic Program Director at the Technical University of Munich, where he also serves as Full Professor and Chair of Production and Resource Economics. He holds a Ph.D. in Agricultural Economics "summa cum laude" from the University of Bonn, Germany. His research explores farm and company productivity, sustainability, and resilience in the agricultural and food sector, as well as the adoption of innovative technologies, evaluation of policy programs, and bioeconomic developments. He has advised the OECD, European Commission, World Bank, and Asian Development Bank, and is a member of the FAO Task Force on Ecosystem Services. Prof. Sauer previously worked at Imperial College London and the Universities of Manchester and Copenhagen, with visiting roles at UC Berkeley and Princeton University. He is an Honorary Professor at the Australian National University and co-editor-in-chief of the Australian Journal of Agricultural and Resource Economics.

Strategic Negotiation Performance

Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

☰ On-campus | PM



In today's competitive business landscape, negotiation skills are essential for driving success. Strategic Negotiation Performance is an innovative, practice-oriented course designed to equip students with cutting-edge strategies and experience in high-stakes negotiations. Through a combination of interactive lectures and hands-on exercises, participants will develop the skills needed to succeed in real-world negotiation scenarios. A key highlight of the course is an exciting negotiation competition that will involve all attending students. Participants will put their skills to the test in a series of competitive negotiation simulations, with attractive prizes awarded to top performers who demonstrate exceptional negotiation skills and strategic thinking.



Professor/Academic Director
HHL Leipzig Graduate
School of Management

Remi Smolinski graduated with a PhD from the HHL Leipzig Graduate School of Management in the field of international negotiation (2006). He was visiting scholar at the Harvard's Program on Negotiation and at Tufts University's Fletcher School of Law and Diplomacy. Dr. Remi Smolinski's research focuses on the theory and practice of negotiation, especially in an international environment. He has published numerous specialist articles in peer-reviewed journals and is a negotiation professor at HHL Leipzig Graduate School of Management. In addition to his academic career, he has extensive experience as a senior executive, management consultant, coach, and trainer. Prof. Smolinski is the founder of The Negotiation Challenge, international negotiation competitions for students and professionals and Academic Director of the Center for International Negotiation.

Smart Supply Chains: Transforming Business with Blockchain and AI

Week 1

Tuesday - Friday (6:30 am – 9:30 pm)

Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:30 am – 9:30 am)

☰ Online | PM



In today's fast-paced world, Blockchain and Artificial Intelligence (AI) are reshaping industries, especially in supply chain management. These technologies help companies manage supply chains more efficiently, securely, and cost-effectively. In this course, students will explore blockchain fundamentals, learning how it creates secure, transparent systems for tracking products, ensuring each transaction is recorded and verified, building trust across the supply chain. AI plays a critical role in analyzing data, enabling businesses to predict demand, optimize inventory, and streamline operations. Through projects and case studies, students will learn how AI automates decision-making and provides insights to improve efficiency. By the end, students will gain hands-on experience building blockchain and AI-powered solutions for real-world supply chain challenges.



Lecturer
Aston University

Manimuthu Arunmozhi is Assistant Professor in Cybersecurity and Business Analytics at Aston Business School (UK), and a core member of the Cyber Security Innovation Research Centre and the Aston Centre for Artificial Intelligence Research and Application (ACAIRA). He holds a PhD in Electrical Engineering from the Anna University, India (2019). He has extensive experience in autonomous vehicle security, blockchain, AI, and business analytics, having worked as a Research Fellow at Nanyang Technological University (NTU), Singapore, focusing on threat analysis and digital security. With a background in automation, cybersecurity, and AI, Dr. Manimuthu has contributed to cutting-edge research, including his patented "Intelligent Metering and Controlling System for Transformers." His teaching portfolio spans blockchain, machine learning, supply chain optimization, and sustainable operations across global institutions. He is also a visiting professor at the University of La Sabana, Colombia, and a sought-after speaker and external expert for universities such as the University of Bradford, NITIE, and IIM Sambalpur.

Global Business Strategy and Responsibility

Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)
Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

On-campus | PM



This course aims to develop a comprehensive understanding of the major issues and challenges in formulating and implementing responsible global business strategies. This will be achieved by examining how firms and entrepreneurs in different time periods, industries, and countries have developed their strategies. Emphasis will be placed on the responsibility businesses have in formulating strategies and making decisions, particularly when operating in diverse foreign contexts and during periods of globalization and deglobalization. Understanding how responsibility affects ethical, social, and environmental impacts will be central to discussions. Key theories and frameworks in international business will be used to contextualize historical phenomena and draw conclusions.

Teresa da Silva Lopes

Professor of International Business
 University of York

Teresa Lopes is Professor of International Business and Business History at the University of York's School for Business and Society (UK), and Director of the Centre for the Evolution of Global Business and Institutions (CEGBI). She has held leadership roles as President of the European Business History Association (EBHA), the Business History Conference (BHC), and the Association of Business Historians (ABH). She earned her PhD from the University of Reading and was a Post-Doctoral Fellow at the University of Oxford's Saïd Business School (2002). Lopes has also been a Thomas McCraw Fellow at Harvard, a Catedra Corona Visiting Chair at the University of Los Andes, and the Intesa San Paolo Chair of Global Governance at the University of Rome - Tor Vergata. Her research areas include international business history, globalization, entrepreneurship, and climate change. She has published books such as *Climate Change and Business: A Historical Perspective* (2025), *The Routledge Companion to the Makers of Global Business* (2019), and *Global Brands: The Evolution of Multinationals in Alcoholic Beverages* (2007).

ESG and Sustainable Finance for Development

Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)
Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

On-campus | PM



The world faces interconnected crises, with the climate emergency being the most prominent. Emerging economies are vulnerable to climate change and have limited capacity to adapt. These countries also have urgent development goals to boost economic growth. The financial sector plays a critical role in mitigating damage from a carbon-intensive economy and in adapting to climate change, driving sustainable and inclusive development. This course helps graduate students understand the nexus between finance and sustainability, enabling them to manage sustainability-related risks and opportunities. Investment opportunities aligned with the Sustainable Development Goals (SDGs) include sustainable agri-business, renewable energy, and green manufacturing. We will explore emerging opportunities, the business environment in select markets, and complexities in financing climate adaptation and mitigation.

Mumbi Wachira

Associate Director, Doctoral Academy
 Strathmore University

Mumbi Wachira is an Associate Director of Doctoral Academy, Vice Chair PRME Chapter Africa and faculty member at Strathmore University Business School (SBS) and Director of the Doctoral Academy at Strathmore University. She earned her Bachelor and Master of Commerce at Strathmore and her PhD from the University of St. Gallen, Switzerland (2019). Her teaching and research focus on ESG Reporting, Sustainable Finance, Managerial Accounting, and Corporate Fraud. Dr. Wachira leads SBS's Sustainability Leadership Programmes and consults on embedding sustainability in business models. She is a member of the Kenya Banker's Association Sustainable Finance working group, advising on climate risk reporting and governance for Kenyan banks. She also serves on the ESG Exchange Technical Committee, guiding ESG disclosures in South Africa's corporate governance. Dr. Wachira is Vice Chair of the UN Principles of Responsible Management Education (UN-PRME) Chapter Africa and a member of the Shared Value Africa Initiative Council of 8. She also contributes to the B Academics Global Engagement Committee, representing Africa.



Contact at UASM



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Universidad de los Andes | Vigilada Mineducación.
Reconocimiento como Universidad, Decreto 1297 del 30 de mayo de 1964.
Reconocimiento personería jurídica Resolución 28 del 23 de febrero de 1949 Min. Justicia.