

COURSE SYLLABUS

LEADING STRATEGIC INNOVATION IN THE AGE OF DIGITAL AND SUSTAINABLE TRANSFORMATION



 **Fernando** Sanchez H.

Assistant Professor

Universidad de Chile



fsanchezh@fen.uchile.cl

SHORT BIOGRAPHY

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.



INTRODUCTION/COURSE DESCRIPTION

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.

COURSE OBJECTIVES

1. Understand the Strategic Role of Innovation to Drive Competitive Advantage
2. Develop and Structure Effective Innovation Strategies
3. Assess Digital Readiness and Formulate Innovation-Based Digital Strategies
4. Design Sustainable Strategies Supported by Innovation
5. Integrate Digital and Sustainability Initiatives to Maximize Value Creation

COURSE METHODOLOGY

The course uses a Problem-Based Learning (PBL) approach with real-world case studies, offering both on-campus and online formats that emphasize collaboration, critical thinking, and innovation in digital and sustainability strategies.

EVALUATION SYSTEM

- Participation (30%)
- Cases and Class Activities (30%)
- Final Work (40%)

COURSE PREREQUISITES

None

