

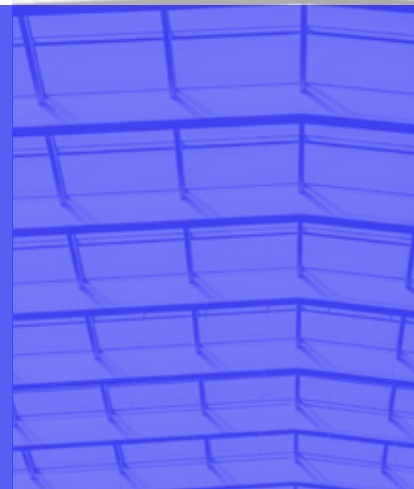
Universidad de los Andes
School of Management (UASM)

Courses delivered
in English

Undergraduate
course offer

2025 ²⁰



July - December



Finance 1: Financial Planning

ADMI-1203  **3 Credits**

Professors

-  Jovelyn Ferrer
-  Maximiliano González

This course should provide students with the tools and skills that enable you to analyze the reality of business by identifying the critical variables of decision to understand their interrelationships and perform different sensitivities about its potential impacts.

Organizational Behavior (Cycle 1 – 8 Weeks)

ADMI-1606  **2 Credits**

Professors

-  Sebastian Schorch

This course aims to study the behavior of individuals and groups within organizations, as well as the effect that organizations have on them. Such knowledge is essential for effective performance in organizations, not only in managerial roles but also as a member at any organizational level. Moreover, many of the topics addressed have direct applications in interactions with others in family and social life, as they provide a deeper understanding of one's own behavior in terms of its causes and consequences.

Data Analysis with Spreadsheets

ADMI-1403  **2 Credits**

Professor

-  Alejandro Tellez

The workshop seeks to develop in the student the necessary skills for the informatics tools for management in order to strengthen self-learning abilities for continuous updating of this field. Internet tools, spreadsheets, presentation generators and databases.

Creativity Workshop

ADMI-1592  **2 Credits**

Professor

-  Daniela Barrios

This course views creativity not only as generating new ideas but as transforming them into valuable solutions for people, nature, and organizations. Rather than an individual trait, it is presented as a collaborative process that drives innovation and social impact. The course challenges the myth that creativity is reserved for a few, showing that everyone has potential when connecting unexpected elements, taking risks, and learning from failure. Students will explore tools and frameworks, especially Design Thinking, to design human-centered solutions, identify real needs, and create proposals that deliver tangible value to users and organizations. Ultimately, they will understand creativity as both a concept and a transformative practice that produces concrete and distinctive outcomes.

Sustainability Management

ADMI-2106  **3 Credits**

Professor

 Jorge García

In this course the student finds a space for reflection, a source of new knowledge and practical application an opportunity to increase their understanding of the country in which they live. In the course the student can understand how environmental issues affect the performance of organisations and how they contribute to solving these problems, or not. Finally, the course helps the students to understand the link between responsibility, freedom, autonomy and ethical performance.

Elective:

Sensing the Consumer's Journey

ADMI-3211  **3 Credits**

Professor

 Felipe Reinoso

In this course we will explore, in English, sensory marketing within the context of the customer's journey. Sensory marketing refers to marketing that appeals to our senses (seeing, hearing, touching, smelling, tasting). Here, we will not necessarily approach to each sense individually, but we will look for to understand how the brain combines the information from all of the senses (as in a multisensory context). Students from all disciplines will be invited to think of the senses not only as a tool to differentiate from the competition, but also as a way to further engage people and consumers during the different steps of the customer's journey.

Fundamentals of Marketing

ADMI-2301  **3 Credits**

Professor

 Aniket Sengupta

The course will cover the following topics: marketing concept , scope and limitations. the basic process of strategic planning, analysis of macro and micro environment, information systems and marketing research, segmentation and positioning, decisions related to marketing and tactical variables (product, price , distribution and promotion).

Asset Management

ADMI-3240  **3 Credits**

Professor

 Daniel Mantilla

In recent years, portfolio management has advanced through smart diversification strategies such as "Smart Beta" and "Factor Investing." The next step is the large-scale adoption of personalized strategies that combine diversification with hedging and portfolio insurance. This course analyzes the implementation of these three risk management techniques and their integration into strategies tailored to different investor profiles, while also examining their implications for pension systems. It blends theoretical and conceptual foundations with case study analysis, allowing participants to apply knowledge in practice. Assignments include a strong computer programming component.

Decision-Making Tools I

ADMI-2556  **3 Credits**

Professor

 Chetna Chauhan

The course exposes the student to the use of inferential statistical tools that allow the management and handling of information not only to organize it in a coherent way but also to reduce the uncertainty about the decision that is being considered.

In this exercise, students will face common decision-making situations in various areas of management, where statistical tools and concepts are relevant.

Elective:

Derivatives Markets

ADMI-3210  **3 Credits**

Professor

 Enrique Ter Horst

This course is aimed to cover a conceptual approach for underlying theory of modern analysis of forwards, futures, swaps, and options with its respective pricing. Pointing to present studies on the mechanics of derivative markets and how they can be used by the different market players.

This course demands a straightforward but basic knowledge in fields of calculus and probability theory. Also, it is expected that students have taken finance courses and they are familiar with basic financial concepts and mathematical finance tools.

Multivariate Models

ADMI-2554  **2 Credits**

Professor

 Chetna Chauhan

In the professional environment, effective decision making requires the handling and analysis of relevant information. the Multivariate Modeling Course provides administrators and managers with the necessary statistical multivariate techniques to deal with complex situations and reduce uncertainty in their decisions.

Organizations

(Cycle 1 - 8 Weeks)

ADMI-2604  **2 Credits**

Professor

 Santiago Eastmond

Organizations play a central role in our lives. Most of the things we use and consume are related, in one way or another, to organizations. Hence the importance of understanding them, knowing their processes, relationships and analyzing their complexity. In this course we take a look at the theoretical field that studies organizations, providing concepts and elements for people to evaluate and act in them. It is important to keep in mind that organizations are not only companies (private sector), there are also public sector organizations, unions, NGOs and other diverse forms in which people come together to achieve common goals.

Public Management

ADMI-2801  3 Credits

Professor

 Iván Lobo

The course of public management is an opportunity to reflect on the issues that interest us as a society and how we organize and make decisions; reflect on the public, their differences with private, state and socially. Fundamental concepts are handled about public, political, State, development, citizen participation, privatization and decentralization. Similarly, relevant and useful for the development of public management administrative tools are presented.

Applied Organizations Project

(Cycle 2 - 8 Weeks)

ADMI-2606  2 Credits

Professor

 Sebastian Schorch

This eight-week, two-credit course focuses on diagnosing and solving challenges faced by a real -world organization. It requires prior completion of Organization Theory and Organizational Behaviour, which provide the conceptual foundation for the applied project. Through this project, students contrast theoretical ideas with organizational practice, deepening their understanding while working on a real case. The course is supported by two textbooks that guide the diagnosis of organizational problems and the design of proposals to address them.

Entrepreneurship and Innovation

ADMI-3110  3 Credits

Professor

 Giorgio Triulzi

The course Entrepreneurship and Innovation belongs to the nodal theme of Entrepreneurship within the Curricular Plan. It is a course that seeks participants to reflect on their personal and professional long-term goals and evaluate the possibility of becoming entrepreneurs initiating their own businesses. the course thus allows students to learn and put into different practice methodologies related to the selection of new business ideas, the creation of real opportunities for new business or new business areas operating companies and on the structure and formulation of a business plan and its importance to reduce the risk in new business investment.

Managerial Information Systems

ADMI-3405  3 Credits

Professor

 Ariel Quesada

It is a course that provides students an initial approach to the way organisations assimilate and use information technology in order to leverage their strategies. It provides the basics for students to have an understanding of the strategic and operational aspects of information technology used in organisations.

Elective:

Management for Circular Economy

ADMI-3130  **3 Credits**

Professor

 Bart Van Hoof


In a circular economy, economic activity sustains and restores system health, working effectively across all scales—businesses, organizations, individuals, locally and globally. Unlike adjustments to reduce the linear economy's negative impacts, it entails a systemic shift that fosters resilience, creates business opportunities, and delivers environmental and social benefits. This course aims to help students understand the social-environmental intersections of circular economy, exploring strategies and practices from multiple perspectives. Emphasis is placed on complexity, cause-effect dynamics, and dilemmas, particularly in the Colombian context, while strengthening students' ability to design innovative solutions.



Operations and Logistics

ADMI-2403  **3 Credits**

Professor

 Marcus Thiehl

Operations and logistics are used as a means to compete in the global market through processing and delivering customer value, meeting or exceeding their expectations. Comprehensively manage key aspects of the business environment is one of the most important goals when it is intended that a company is competitive. Operations management, logistics and supply chain are studied in this course as they are priority factors to meet that goal.

Elective:

Strategic Management of Technological Innovation

ADMI-3745  **3 Credits**

Professor

 Giorgio Triulzi

The course is an elective of the undergraduate degree in management and is also open to all undergraduate degrees of the university, including accounting, economics, engineering, natural and social sciences and design. Technological innovation and adoption are an important source of sustained competitive advantage for firms and a source of economic growth to regions and countries. The course particularly focuses on helping future entrepreneurs and innovators to commercialize their technologies. The course helps define commercialization strategies for new technologies and provides a framework for the strategic management of technological innovation and adoption in developed countries and emerging markets. Students work in group to analyze a real life case study of an invention developed by Uniandes professors or students. The course mixes lectures with workshops, games and different class activities.



Finance 2: Investment Decisions

ADMI-2204  **3 Credits**

Professor


 Rodrigo Londoño

This course should provide students with the tools necessary to enable them to interpret and understand the techniques of investment analysis and/or financing for correct application to the problems they usually face in assessing and making investment decisions. It should also provide the ability to analyze projects under uncertainty due to various factors.

Macro Supply Chain Management

ADMI-3620  **3 Credits**

Professor

 Marcus Thiehl

Currently, beyond the effects of the pandemic and the war in Ukraine, global supply chains are being reshaped by major forces: (a) Industry 4.0 with digitalization and automation, (b) mega infrastructure projects like China's Belt and Road Initiative, (c) the reorganization of global trade, and (d) climate change under the sustainability megatrend. These dynamics will significantly alter supply chain structures worldwide. In this context of Macro Supply Chain Management, the course examines which scenarios will shape Colombian industries. Students will systematically explore these factors, assess their potential impacts on national supply chains, and develop a broader vision of future global supply chain scenarios and their implications for the Colombian economy.

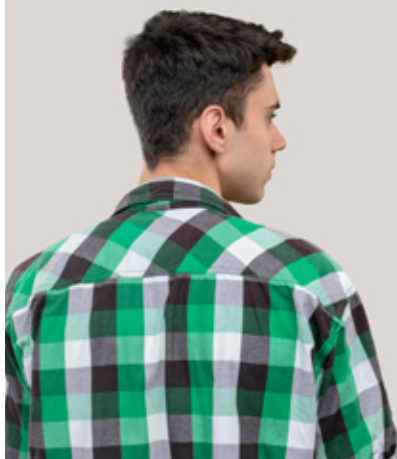
Elective: Digital Marketing

ADMI-3431  **3 Credits**

Professor

 Aniket Sengupta

In this course, students are introduced to the fundamental concepts of marketing, such as the 8Ps + S framework, segmentation, target identification, and the various techniques and tools used to reach individuals according to their specific characteristics. They will also learn the definition, details, application, and integration into a global marketing plan of concepts such as Web 2.0 and 3.0 (the basis of the digital revolution), the Fourth Industrial Revolution, Big Data, Marketing Analytics (Business Intelligence), segmentation based on research and data, Buyer Persona and individualized segments, as well as the creation, conceptualization, and execution of digital marketing campaigns. With these concepts and tools, students will be able to design digital marketing plans with a 360-degree vision of the available tools and of how technology enables them to reach each of their current and potential clients on a one-to-one basis.



Further information

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<https://administracion.uniandes.edu.co/index.php/en/>

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