



**Program information for Prime Minister Latin American
Scholarships applicants**

Name of Institution	Universidad de La Sabana
Type of institution (University, Private Institute, Technical Institution, etc.)	Private (Non for profit) University
Location (city and country)	Chia, Cundinamarca - Colombia
Name of the course	<p>International Summer School: The students can choose between the following courses:</p> <ul style="list-style-type: none"> • Applied Strategic Management • Effective Performance Management with KPI's (BSC) Using Business Simulation • Private Equity and Venture Capital • Entrepreneurship: Foundations To Launching your Lean Start-Up • Fashion Marketing • Database, Customer Relationship Marketing and Customer Intelligence • Cultural Diversity by analysing the Development paradigm in East Asia, South East Asia, Sub-Sahara Africa and Latin America • Service Excellence and Customer Experience
Objective of the course	<p>Since the summer of 2007, EICEA offers an International Summer School made up of a series of short courses taught by highly qualified professors which aims to enhance its participants' global vision.</p> <p>Professors from Australia, United States, Canada, Spain, France, Germany, Portugal, United Kingdom, India, Iran, United Arab Emirates, Mexico, Argentina among other countries, have joined the Summer School and taught courses in topics such as: international business and commerce, logistics, marketing, economy, finance, creativity and sustainability.</p>
Content (courses list)	Applied Strategic Management: Strategic Management is a capstone course that focuses on

the integration of functional areas of a business and requires students to determine strategies/policies at the general-management level. Students address problems and issues faced by companies from a general management perspective, which integrates accounting, finance, marketing, human resources, and operations in relation to the environment within a framework of balance between profit or cost-effectiveness and social responsibility.

Effective Performance Management with KPI's (BSC) Using Business Simulation: Using a practical tool (business simulation software), this course focuses the formulation, implementation and evaluation / assessment of business strategies, as well as, train participants' decision-making in a dynamic and competitive environment, similar to that experienced by the organizations. It also seeks to deal with issues such as conflict resolution; leadership; teamwork; systemic thinking; holistic vision; administrative capacity; information management; and others. The simulation involves all company's areas (R.H., Marketing, Finance, Production and Information Management). The students will develop a BSC (Balanced Scorecard) dashboard using effective KPI's (Key Performance Indicators).

Private Equity and Venture Capital: This interactive class offers students a practical focus on leveraged buy-outs and venture capital transactions. The objective of the course is to provide its participants with an understanding of private equity funds, its markets, risk and return, and asset allocation. Moreover, this course provides an overview of the structure of private equity investments, investment management, basic valuation methodologies, and exit strategies. We will explore private equity universe through readings, classroom discussion, some lecture, and case analysis. Students are expected to actively participate in class debate. After taking this course, each student should be able to gain a realistic understanding of fundamental business issues implicated in private equity industry.

Entrepreneurship: Foundations To Launching your Lean Start-Up: Part I of this course provides a foundation of what entrepreneurship is and helps you to understand what kind of entrepreneur you are, utilizing several case studies. During this time,

you will assess your own entrepreneurial idea and develop tools towards preparing a successful business model. Part II of the course will take these fundamentals and provide tools on how to write your effective business plan and how to pitch to investors utilizing several Shark Tank videos. The course culminates when each team will pitch their idea to the class as you take turns being Sharks (investors) when not pitching. The teams will be ranked. Students are expected to develop their own ideas and to contribute to the discussion while applying the concepts, examples, tools and frameworks to the development of their business plans and also to complete a series of mini assignments.

Fashion Marketing: Fashion Marketing introduces students to the fundamentals of fashion marketing and prepares them for a marketing career in the field of fashion. Students will develop skills in such areas as fashion economics, marketing segmentation and target marketing, promotion, and, retailing and distribution. Besides covering fashion marketing fundamentals, the course addresses the latest business and retail trends, technology innovations, and new retail formats and business models related to fashion for satisfying the ever-changing fashion market, as well as much talked about issues related to fashion, including social and environmental challenges for the clothing industry.

Cultural Diversity:

By analyzing the Development paradigm in East Asia, South East Asia, Sub-Sahara Africa and Latin America

Part of this course involves and teaches the students interdisciplinary and international contexts such as the dynamics of contemporary 'Global-South and Global-North', 'Politics of Development', 'International Trade' employed as a political weapon, and 'Global Political Economy' with a 'Geopolitical' lens.

Service Excellence and Customer Experience:

The course on excellence in customer service and experience will be focused on the following topics:

- Focusing on People & Process
- Service Excellence

	<ul style="list-style-type: none"> • Service-Dominant Logic • Understanding the science of Customer Emotions • Delivering Excellent Customer Experience • Measuring the effectiveness of CX programs <p>Database, Customer Relationship Marketing and Customer Intelligence</p> <p>This course addresses two broad themes:</p> <ol style="list-style-type: none"> 1. Customer-centric value-based marketing 2. Customer data analytics. <p>The first theme explores what customer relationship management means. The customer lifecycle is introduced as an integrating framework. The importance of customer profitability and lifetime value as a criterion in CRM decisions is emphasized. The second theme emphasizes the analysis of customer database, with a particular focus on different types of predictive models (e.g., whether a customer will respond to a marketing offer, whether a customer will churn, or which products a customer would be most likely to buy next). This course also introduces issues, techniques and terminology associated with database marketing and data mining</p>
Course start and end dates	The International Summer School will take place between the 4th and 15 th of June 2019
Course costs (enrolment, tuition, materials, etc)	<p>Program fee: 500 USD, includes:</p> <ul style="list-style-type: none"> • Academic sessions • Welcome package and materials • Snacks • Participation certificate • Grading certificate • WIFI on Campus • One cultural / tourist activity
Course delivery language (if not English, then level of Spanish or Portuguese required)	<p>English</p> <p>If interested, the student can take general or intensive Spanish course at La Sabana during the afternoons for additional cost.</p>
Academic entry requirements	The courses are offer to undergraduate and postgraduate students

Visa requirements	Participants do not need a student visa in order to participate in short term programs, as long as their stay does not exceed 90 days. So, for International Summer School the students do not need a student visa.
Accommodation options and costs	<p>La Sabana offers accommodation for students with the following hotels:</p> <p>Bogotá (Hotel Dann Norte)</p> <ul style="list-style-type: none"> • Location: Carrera 15 # 112-9 • Estimated cost per night - double accommodation: \$ 38 USD per person • Estimated cost per night - triple accommodation: \$ 30 USD per person • Breakfast included <p>Chia (Hotel Campestre Villa Juliana)</p> <ul style="list-style-type: none"> • Location: Km. 1,5 via Centro Chia a Cajica • Estimated cost per night – double accommodation: \$30 USD per person • Estimated cost by night - triple accommodation: \$ 26 USD per person
Website	International Summer School 2019
Contact person (name) and email for further information and/or enrolment	<p>Carolina Velasquez Mora Head of Internationalization / International School of Economic and Administrative Sciences carolina.velasquez@unisabana.edu.co</p> <p>Maria Carolina Álvarez Coordinator of Internationalization / International School of Economic and Administrative Sciences maria.alvarez1@unisabana.edu.co Internacionales.eicea@unisabana.edu.co</p>