



Pontificia Universidad
JAVERIANA
Cali

VIGILADA MINEDUCACIÓN Res. 12220 de 2016

ENGLISH COURSES

**School of Economics and
Business
Administration**



ENTREPRENEURIAL SPIRIT

Course	Entrepreneurial Spirit
Code	300ANO004
Credits	3
Hours per week	3
Prerequisites	36 credits approved

OBJECTIVE:

To be an entrepreneur is a life choice with important implications in the individual's life aspects. For this reason, before taking this road, a deep reflection is required which permits analyzing thoroughly each one of these implications so that when the decision to become an entrepreneur is taken, the road to follow and the tasks that must be undertaken throughout the professional and personal life are clearly understood. The objective of this course is to offer students the necessary conceptual basis to understand the entrepreneurial phenomenon around the world and to make the student aware about the importance of entrepreneurship and its impact in the development of a region, in addition to guide students to choose the option of becoming an entrepreneur as a road to professional and personal development.



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CONTENT

- Knowledge Economy
- Differentiated entrepreneurship
- Entrepreneurs, organizations and territorial environment
 - Entrepreneurs
 - History of local entrepreneurs
 - Workshop of self-evaluation of the entrepreneurial profile and business potential
 - The organization that learns
 - The entrepreneurial environment
 - Life-plan workshop
- Information, networks and innovation
 - Information
 - Networks
 - Innovation
- Endogen development mechanisms
 - Networking and intelligence
 - Entrepreneurial Contagion



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ENTREPRENEURIAL STRATEGY

Course	Entrepreneurial Strategy
Code	300AND001
Credits	3
Hours per week	3
Prerequisites	80 credits approved

GENERAL OBJECTIVE:

To qualify students to formulate and implement strategies

SPECIFIC OBJECTIVES

- To explain what do strategies and the process of strategic management consist of
- To have students understand how the internal and external environment affect the formulation of strategies
- To explain how strategies are implemented and evaluated



CONTENT

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- Competitive strategy
 - Generic Strategies.
 - Strategy and Positioning.
 - Value curve.
- Strategy formulation
 - First procedure: to explore industrial alternative.
 - Second procedure: strategic groups.
 - Third procedure: to explore buyers' chain.
 - Fourth procedure: to explore complementary offerings of products and services.
 - Fifth procedure: to explore the functional or emotional appeal to buyers.
 - Sixth procedure: to explore the dimension of time.
- Internal Analysis
 - Value chain.
 - Resources and Capabilities.
- Strategy deployment
 - Strategic Maps
 - Financial perspective
 - Customer's perspective
 - Perspective of Internal Process
- Learning and knowledge perspective
 - Objectives, Indicators and Goals



EUROPE NEGOTIATION AND CULTURE

Course	Negotiation and culture-Europe
Code	300AND012
Credits	3
Hours per week	3
Prerequisites	Negotiation Techniques

GENERAL OBJECTIVE:

To have students understand the differences that exist in cultural patterns understanding the influence that they have on the development of international negotiations and having students acknowledge protocols in order to make business deals in the main European business center

LEARNING OBJECTIVES:

- To understand cultural differences the influence that they have on the development of international negotiations
- To differentiate the manner to negotiate in each one of the countries studied
- To discuss about the significance and impact of disregarding cultural differences and protocols in each one of the countries studied
- To appreciate interculturality as a factor for success in the development of international business



CONTENT

- Managing diversity and change of culture in International Business
 - Europe: conceptualization
 - Cultural diversity
 - Groups of Countries: Anglo-Saxons countries – Germanic countries - Scandinavian countries - Nordic countries - Latin countries - Slavic countries - Muslim countries - Other Countries
- Social and cultural Protocols
 - Communication: concept and communication manners
 - Thought leadership in organizations
 - Guidelines of protocol for international negotiations
- Contextualization by groups of countries
 - Historical, geographical, cultural and literary context
 - Government and types of Government
 - Language
 - Cultural orientation
 - Cognitive styles
 - Value systems
 - Business practices
 - Negotiation
 - Business and Entertainment
 - Protocol
 - Titles, personal gifts, clothing

HUMANITIES I

Course	Humanities
Code	300EIH001
Credits	2
Hours per week	2
Prerequisites	None

GENERAL OBJECTIVE:

To give students theoretical and conceptual elements that enable them to approach three literary genres (Story, chronicle, and novel) through the reading of different literary works of Latin American and Colombian authors in order to strengthen their creative and critical ability reflected in the production of literary texts.

SPECIFIC OBJECTIVES:

- To learn about the characteristics and structures of stories, chronicles and novels from the point of view of literary creation.
- To recreate the three genres chosen (Story, chronicle, and novel) through the reading of different texts and authors of literature in our continent.
- To promote the sociopolitical analysis of our environment through debates and different written and oral activities in the classroom.
- To produce literary texts from personal critical and creative points of view valuing the literary tradition of Latin America and Colombia.
- To develop aesthetic sensitiveness through the reading and writing of stories and chronicles.

CONTENT

- Presentation of the program of the course and making agreements for work.
- The Story - What is a story? - The elements of a Story: historical aspects of a story, in the Middle Ages and Modernity.
- Elements of a Story: story, topic and plot - narrative and images - Reading images.
- The narrator and the viewpoints – The characters – Space and time – The Short story.
- What is a chronicle? - The chronicle in the context of Latin America and Colombia – Structural elements of chronicles – Time, characters, space.
- The chronicle and its relationship with the environment – Representative authors – Chronicles.
- Literary journalism - Chronicle writing workshop.
- To qualify reading and writing - Commitment to higher education.

INTERNATIONAL CONTRACTING

Course	International Contracting
Code	300LJG085
Credits	2
Hours per week	2
Prerequisites	Business Law

OBJECTIVES:

This course seeks to offer students juridical tools to be able to understand and face the challenges that phenomena such as the globalization of economy and the internationalization of juridical relationships pose to business companies. At the end of the semester, students will have basis enough to identify the relevant juridical and practical aspects that may appear in the juridical relationships that this subject approaches.

CONTENT

- International trade and its influence on the Law – Historical development
 - History of international trade
 - Merchant law (Lexmercatoria)
 - The nationalization of trade
 - Globalization and the new merchant law
- The international agreement and international law
 - International contract
 - The legal rules applicable to international contracts and their determination
 - Dispute settlement in international contracts
- About Contracts specifically
 - International purchase and sale agreement
 - Documentary credit
 - Commercial agency agreement
 - Franchise agreement
 - Technology transfer agreements
- Practical Aspects of International Recruitment
 - Exchange Law and its importance in international contracts
 - Customs Law
 - Tax Law
 - International Insurance

INTERNATIONAL ECONOMICS

Course	International Economics
Code	300CSE053
Credits	3
Hours per week	4
Prerequisites	Macroeconomics Fundamentals

GENERAL OBJECTIVE:

At the end of the course, students will understand how trade between countries is determined, they will know the different instruments of business and exchange policy, and they will identify the manner in which international activities affect aspects such as social welfare, income distribution, employment, and economic growth. Also they will be able to analyze the potential ways in which government policies may affect the results of commerce and global finance.

SPECIFIC OBJECTIVES

- To explain the concepts that economists use to describe and record the international transactions of a country in the payment balance
- To understand the globalization process
- To understand the main theories of international trade and the different topics related to business policy
- To explore the theory and the role of the processes of commercial integration in the new international order
- To define and characterize the foreign currency market
- To understand the function that the different exchange types play in international trade and international finance
- To study the structure, sources and implications of foreign debt as well as the importance of Direct Foreign Investment in the International Financing Flows

CONTENT

- Introduction to the study of International Economy
- Globalization
- International Trade Theories
- International Trade Policy
- Integration Trade agreements
- The balance of payments
- Foreign currency market
- The exchange types and the money market
- The international monetary system
- Foreign Investment



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INTERNATIONAL FINANCE

Course	International Finance
Code	300ANB004
Credits	3
Hours per week	3
Prerequisites	Financial Mathematics

OBJECTIVE:

The objective of this course is to learn about the nature and purposes of the management of Finance in an international context. In this course, the students will appropriate investment and financing techniques at international level and management of exchange risks. In addition, the existing barriers to the international flows of capital will be examined and the financial instruments used to overcome those barriers will be studied. Access to diverse financial intermediaries and the ways of interaction of International Markets of foreign currencies, Euro currencies, Euro Bonds, Euro Credit and international stock markets will be approached.



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CONTENT

- Introduction to International Financial Administration
- International monetary system
- Management of the risk of exchange type
- Management of the type of exchange
- Financial and international capital markets
- International financial markets of fixed and variable income
- International derivatives market



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INTERNATIONAL LOGISTICS II

Course	International Logistics II
Code	300AND010
Credits	3
Hours per week	3
Prerequisites	International Logistics I

OBJECTIVE

To offer the conceptual, procedural and attitudinal elements necessary to understand the administrative process to be followed in the planning, implementation and follow-up of the models of international logistics management used in exports that enable securing the quality, productivity and competitiveness of the goods and services exporting companies.



CONTENT:

- Management of sustainable supply chains
 - Outbound Logistics, the supply chain and the competitive strategy
 - Outbound Logistics Green Practices
 - Security and risk management in the supply chain – ISO 28000
 - Role of the state and international logistics
- Infrastructure and multimodal Freight transportation
 - Infrastructure of logistic platforms, ports and airports
 - Logistics Performance Index of the World Bank – 2007,2010 and 2012
 - Participants and intermediaries in 3PL and 4PL exports
 - Multimodal Freight Transportation
- International logistics management for products and services
 - Incoterms 2010
 - Export Process
 - Planning and control of the supply chain - Export costs
 - Inventory management for exports
 - Distribution Requirements Planning (DRP)
 - International Logistics for service organizations



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INTERNATIONAL MARKETING

Course	International Marketing
Code	300ANM011
Credits	3
Hours per week	3
Prerequisites	Marketing Fundamentals

OBJECTIVE

To offer the conceptual, methodological and attitudinal elements necessary to understand the process to be followed in the implementation and management of International Marketing which is necessary in a globalization process where companies must compete with each other.



CONTENT

- Needs of International marketing
 - Scope and challenges of international marketing
 - International trade environment
- The global environment
 - History and Geography
 - International cultural dynamics
 - Political environment
 - International legal environment
- Competitive Strategy (Company Strategies).
 - Global marketing management.
 - Administration styles in different countries.
 - Internationalization strategies.
- The international cultural environment.
 - International cultural dynamics.
 - Influence of culture on business.
 - Business Ethics.
- Secondary international marketing research.
 - International research objectives.
 - Pre-selection of markets.
- Adaptation of the international product.
- Strategies for fixing export prices
 - Entry strategies to foreign markets.



INTERNATIONALIZATION STRATEGIES FOR BUSINESS ENTERPRISES

Course	Internationalization Strategies for Business
Code	300ANG010
Credits	2
Hours per week	3
Prerequisites	Entrepreneurial Strategy

OBJECTIVES

The purpose of this course is to develop in the students the ability to assume the challenges that a company that is going to enter international markets and face the forces of globalization will encounter.

At the end of the course of Internationalization Strategies for Companies, the student will be able to:

- To analyze company and its environment for the internationalization and selection of markets
- To explain which are the determining factors in the internationalization of companies
- To discuss which are the influencing factors in the internationalization of service, consumption and industrial companies
- To explain the different modes of market entry
- To describe, compare, criticize and apply the most important theories of internationalization of companies
- To understand how the company's strategic planning relates to its internationalization process
- To recognize the opportunities existing in the international context for a company seeking to internationalize



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- To develop a plan for the company's internationalization

CONTENT

- Conceptual framework of internationalization
- Analysis, selection and research of international markets
- Entry Strategies
- Design of the internationalization strategy



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NEGOTIATION TECHNIQUES

Course	Negotiation Techniques
Code	300AND011
Credits	3
Hours per week	3
Prerequisites	International Marketing

OBJECTIVES

To give students the knowledge and basic negotiation techniques that will enable them to approach the different organizational situations in the international business environment.



CONTENT

- Basic concepts of International Negotiation
 - The nature of the negotiations
 - Historical references about international negotiations
 - The environment and culture of international business
 - Features and characteristics of the international negotiator
 - Perception and communication in a negotiation
- Negotiation strategies
 - The 5 “Ps” of negotiation: priority, patience, price, precision and people
 - Negotiation elements
 - Structure and stages of the negotiation process
 - Negotiation preparation
 - Decision making process in negotiations
- Conflicts in negotiations and negotiation models
 - Common negotiation situations
 - Conflict Resolution
 - The types of conflicts and negotiations
 - Negotiating models: Bargaining, cooperating, and distributive, integrative negotiations
 - The trading method of Roger Fisher and William Ury
 - Negotiation and Resolution phases
 - Post negotiation



THEOLOGY I

Course	Theology I
Code	300TEG001
Credits	2
Hours per week	2
Prerequisites	None

EDUCATIONAL OBJECTIVE

To have students, from their religious belief horizon, learn to discover in their own life God's love and generosity and this discovery may enable them to experience a greater commitment to the community defending life, and becoming responsible and supportive of the underprivileged of this world.

SPECIFIC OBJECTIVES

- To recognize in theological language a critical and questioning manner of reading historical contexts and the different human experiences in order to be able to discover how God happens in the concrete life of people and in the pluralist dimension of society.
- To consider that the different anthropological concepts of contemporary societies are a good precedent for an interreligious dialogue recognizing the experience of spiritual facts and beliefs in the different cultures
- To recognize that God's saving and liberating project, as a project of humanity, has a lot to do with the most sublime revendications of the human being: dignity, liberty and justice.



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CONTENT

This course offers a reflection on the meaning of life, from the relationship of human beings with God, from an inquiry into the anthropological basis of religious experience and choice of faith.

In this perspective, we will emphasize the concept of resilience that humanities and social sciences are currently working on and which refers to the ability of individuals, but also of communities and social groups, to resist, accept and redo, under conditions of extreme difficulty, achieving a successful development, overcoming such situations and making creative use of adversity - Theology, interculturality and reality.

- Experiences of God in pluralistic societies
- God and mankind's Project
- Conclusions



Asia: Negotiation and Culture

Name of the Course	Asia: Negotiation and Culture
Nature/Level of the Course	Elective / Advanced
Requirements	Intermediate to high level of written and spoken English (at least B1)
Co-Requirements	Readiness to participate in Class discussions
Credits	3
Number of hours of theory per Week	3
Hours of Independent work per week	3
Number of Weeks	16
Language	English
Delivery Mode	In-class
Name of Professor	Dr. Manoj Chandra Bayon
Office (email)	manoj.bayan@javerianacali.edu.co
Horario de atención:	Friday: 9.00 to 11.00 hrs

BRIEF DESCRIPTION

This course focuses on understanding the cultural context of doing business in Asia. The main objectives of this course is to develop a deeper understanding of the role of culture in doing business in the Asian Continent so that students are able to develop the competencies necessary for conducting themselves appropriately in any social or business circumstances and carry out (business and social) negotiations in an effective and efficient manner while interacting with their Asian counterparts or while living in Asia. With this objective in mind the specific aims of the course are to develop 1) Cultural awareness that will help the students in appreciating the cultural differences as well as similarities that exist between nations both at the national as well as the sub-regional level 2) Cultural sensitivity, that will allow the understanding



of the other culture's world view 2) Cultural literacy that will allow students to be well informed of the uniqueness or idiosyncrasies specific to a particular culture 3) Cultural competency that will enable students to adapt and function efficiently and effectively across different business and social contexts.

JUSTIFICATION

In an increasingly interconnected world, businesses have to acquire resources and sell products and services in markets where differences in business and management systems, process, values and norms are immense. One of the most challenging aspect of such differences is culture. Notwithstanding the fact that we are in the age of globalization cultural differences still have an impact on the way business is conducted. Understanding how businesses operate in an external cultural environment therefore becomes an important part of international business management. As such today's managers need to develop cultural sensitivity, cultural literacy and competencies that allow them to work and manage organizations across cultures. This course provides the opportunity to develop an appreciation and deeper understanding cultural differences (and similarities) within and across the Asian region so that students have the knowledge and competencies necessary to face and manage the challenges of international business management.

The focus of the course will be on understanding business cultures and social protocols in host countries for businesses that operate across their countrys' borders and design appropriate strategies to increase ones' efficiency and effectiveness in international markets through the development of the following.

- Cultural awareness - develop deeper understanding of the values and frames of reference of the (Asian) cultures.
- Cultural sensitivity- develop a deeper understanding of the other culture's way of

doing that could be radically different from one's own.

- Cultural literacy – develop deeper understanding of a particular Asian culture with all its uniqueness and specificities.
- Cultural competency: Develop and interpret criteria for personal and business performance that are independent from the assumptions of a single country, culture or context and to implement those criteria appropriately in different countries of Asia.