

**GLOBAL NETWORK FOR
ADVANCED MANAGEMENT**



ESCUELA DE ADMINISTRACIÓN
FACULTAD DE CIENCIAS ECONÓMICAS
Y ADMINISTRATIVAS

| MBA

HOST : PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE, SCHOOL OF BUSINESS
NAME : **GLOBAL NETWORK FOR ADVANCED MANAGEMENT (GNAM)**
TOPIC : **LEADING PEOPLE INNOVATION IN TIMES OF
PHYSICAL DISTANCING AND ECONOMIC DISTRESS.
HOW TO SEE THE GLASS AS HALF FULL**

ACRONYM : EAM429
CREDITS : 5 UC/ 3 SCT
MODULES : 01/Quarterly
REQUIREMENTS : GNAM School MBA Student
GRADING : Standard (Grades 1.0 to 7.0)
ADMIN. CONTACTS: Andres Ibanez, Director Int'l Affairs (aibanez@uc.cl)
Monique Delaveau, International Coordinator
(mdelaveau@uc.cl)

I. DESCRIPTION

The pandemic has affected the economies and businesses around the planet. The impact, however, has been greater in developing economies where unemployment levels have skyrocketed and poverty has once again plagued millions of families. Leading companies and their people in these times is a complex task. In addition to the permanent challenges to increase productivity and achieve better working conditions, the difficulties of the global pandemic and the social crisis facing Chile and other Latin American countries had appeared. Without a doubt, the obstacles to business development have multiplied. But it is precisely in these extreme conditions that the economies of this region have also creatively sought new business models, generated innovation in products and processes and also in the way work is organized and managed. This course aims to understand, analyze and seek innovative strategies to lead innovation in people's management in times of physical distancing and economic distress. The experience of the last year teaches us that there are positive management experiences in Latin American. Many companies and start-ups have been creating new ways of leading their teams within a teleworking environment. These innovative practices could possibly be useful in other regions of the world. Therefore, the invitation is also to see the glass as half full

II. OBJECTIVES

At the end of this workshop, the participant will:

1. Understand the culture and human resource management context in Latin American businesses.
2. Discuss major advances in artificial intelligence and people analytics across countries.
3. Learn about the impact of sensible leadership in a convulsed social and organizational environment



4. Learn a diverse set of innovative tools and leadership practices in a context characterized by social distance and teleworking
5. Discuss with Chilean executives and entrepreneurs how they are facing the pandemic and leading their teams.

III. EVALUATION

Group Assignment : 100%

IV. METHODOLOGY

A combination of case discussions about firms operating in Latin America, lectures by different professors and guest executives, will be the main methodologies of this course.

V. SESSIONS & FACULTY

MONDAY June 14th

Session 1 : **Advances in AI and people analytics across countries (11:00 AM-13:30 PM Chile Time)**

Professor: Rosario Macera. BA and MA in Economics from Universidad de Chile. PhD in Economics, University of California at Berkeley, USA.

- Major advances in AI in the field of people management.
- Key innovations in the application of AI in the domain of people analytics
- Applied cases of AI and people analytics in Latin American businesses

Entrepreneurship and innovation from Finis Terrae. Growth and internationalization of an app born at the end of the world. Prof. Paula Broitman interviews Tesi del Sante (15:00-16:00 PM Chile Time)

Professor: Paula Broitman. Designer and MBA PUC. STVP Faculty Fellow de Stanford University and Babson Fellows Program for Entrepreneurship Educators. Wharton's Women Leadership Program Certificate. Business Innovation Certificate from IDEO U.

Invited speaker: Tesi del Sante. Co-founder of Alba Babysitters. Alba is a successful and innovative platform, committed to help parents find recommended and verified babysitters in their network of trusted friends and family. Using social networks, Alba aims to be a secure, efficient and a simple way of connecting sitters with parents.



TUESDAY June 15th

Session 2: Managing organizations in times of pandemic. Empirical evidence from the south of the world for effective leadership in teleworking conditions (11:00 AM-13:00 PM Chile Time)

Professor: Carlos Portales, Com.Eng, PUC Chile, MA Georgetown University, PhD IESE Business School, Spain.

- Critical variables that explain higher level of satisfaction with teleworking
- Gender differences in the factors that affect satisfaction with teleworking
- Key factors to increase productivity in teleworking conditions. The case of a Latin American company

Leading people in complex industries within a Covid-19 context. Prof. Carlos Portales interviews Francesca Faraggi (15:00-16:00 PM Chile Time)

Invited speaker: Francesca Faraggi, Psychologist PUC, Human Resource Manager at Angloamerican's Los Bronces Mining Company Human Resource Manager

WEDNESDAY June 16th

Session 3: Culture in Latin America, Covid-19, and their impact on talent management in organizations (11:00 AM-13:00 PM Chile Time)

Professor: Edgar Kausel. Psychologist PUC and Ph.D. in Management, University of Arizona, USA

- Cultural characteristics of Latin American societies
- Major trends in talent management
- Impact of Covid-19 in human resource management
- How culture shapes people's management within a Covid-19 context

Self-knowledge for better team performance. Prof. Nureya Abarca invites you to carry out the exercise "My Impression" dedicated to self-knowledge (15:00-16:15 PM Chile Time)

Professor: Nureya Abarca. Psychologist, Universidad de Chile and Ph.D. in Psychology, University of California, San Diego, USA



In the times in which we live, remote work poses a challenge and an opportunity for work teams. To achieve effective virtual teams, trust must be generated among its members and a first step is to achieve self and mutual knowledge.

THURSDAY June 17th

Session 4: **Leadership and change management under conditions of economic distress (11:00 AM-13:30 PM Chile Time)**

Professor: **Andrés Raineri.** Psychologist PUC and Ph.D. in Management, State University of New York, USA

- Major challenges faced by Latin American companies in times of pandemic and economic crisis
- Essential elements of an effective change management model
- Good practices in change management processes in Chilean companies in a context of social and economic crisis

Entrepreneurship from the depths of the pandemic. Yes, we can.

Prof. Sebastián Gatica interviews Matías Rojas, a social entrepreneur, on the opportunities that arise for social start-ups in times of pandemic (15:00-16:00 PM Chile Time))

Professor: **Sebastián Gatica.** Comm. Eng., PUC; M.Sc. in Development Administration and Planning, University College of London, R.U.; Ph.D. University College of London, U.K.

Invited speaker: **Matías Rojas.** Co-Founder of Social Lab and former Director of the Innovation Center of Un Techo for Chile (A Roof for Chile), a non-profit organization that seeks to provide housing to the poorest sectors of society.

FRIDAY June 18th

Session 5: **The importance of sensible leadership in a convulsed social and organizational environment (11:00 AM-13:30 PM Chile Time)**

Professor: **Nureya Abarca.** Psychologist, Universidad de Chile and Ph.D. in Psychology, University of California, San Diego, USA

- A review of a comprehensive framework for the transformation of common individuals into sensible leaders with high capacity to improve organizational culture using soft skills to meet critical responsibilities.

GLOBAL NETWORK FOR
ADVANCED MANAGEMENT



ESCUELA DE ADMINISTRACIÓN
FACULTAD DE CIENCIAS ECONÓMICAS
Y ADMINISTRATIVAS

MBA

- Understanding the role of sensible leaders who are human centered, insightful, prudent, focused on the needs and feelings of followers.
- A comprehensive discussion about main characteristics of integral and ethical leaders: serving as guides, coaches and mentors, not forcing followers but perceiving clues and responding promptly to solve organizational challenges. They perform honorably in personal and work environments always caring for the common good.

VII: Time Zones (all Zoom sessions will be recorded and uploaded to Canvas)

Chile Time	11:00	Student Local Time		15:00	Student Local Time	
Mexico	02:00	09:00	AM	02:00	13:00	PM
San José	03:00	08:00	AM	03:00	12:00	PM
Paris	04:00	15:00	PM	04:00	19:00	PM
Vancouver	05:00	06:00	AM	05:00	10:00	AM
Stockholm	04:00	15:00	PM	04:00	19:00	PM
Sydney	14:00	01:00	AM	14:00	05:00	AM