

**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 : .....

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 : .....

## **I. DESCRIPTION**

The countries of Latin America and the Caribbean are experiencing a crucial stage. In recent years the world economy was slowing down, which added to the health, humanitarian, social and economic crisis as a result of COVID-19, "has revealed the fragility of the globalized system and the underlying development model" (ECLAC , 2020a, page 14). We are currently facing challenges in health, due to the shortage of labor and adequate infrastructure; in education, due to the significant effects that teaching will have, especially in the most vulnerable sectors in terms of learning and food security; in employment and poverty, due to the drop in employment in the most disadvantaged sectors, but also due to the proliferation of informal work; as well as important challenges of protection and social cohesion are evaluated. Under this context and in the face of a panorama marked by urgency, response mechanisms have been developed from various sectors, creatively seeking new business models and impact, the emergence of multiple socio-environmental ventures and also the articulation of a collaborative ecosystem that seeks sustainable development. This course aims to understand, study and analyze how under this urgent context in Latin America and the Caribbean, new economies, companies and enterprises have emerged in collaboration that seek to co-build sustainable futures for the region.

## **II. OBJECTIVES**

At the end of this workshop, the participant will:

1. Understand under what context new economic paradigms are emerging from the Latin American reality.
2. Discuss major advances in artificial intelligence and people analytics across countries.
3. Learn about the trends in Latin American socio-environmental entrepreneurship and the new business models that are emerging in the region.
4. Learn the vision of different Latin American companies that are focusing their efforts on impact investing.
5. Understand the phenomenon of intrapreneurship as a way to innovate within organizations.



### III. EVALUATION

Personal assignment related to one of the topics: 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 OCTOBER 18<sup>th</sup>

**Session 1:** Topic: “New economies: Challenges of a development model”.

**Activities:**

- 1) **Talk given by a specialist professor on the topic** (11:00 AM-13:00 PM Chile Time)
- 2) **A talk between a professor and an invited speaker that materializes the topic of the day.** (15:00-16:00 PM Chile Time)

#### TUESDAY OCTOBER 19<sup>th</sup>

**Session 2:** Topic: “Business as usual is not an option: the purpose as the center of the new company”.

**Activities:**

- 1) **Talk given by a specialist professor on the topic** (11:00 AM-13:00 PM Chile Time)
- 2) **A talk between a professor and an invited speaker that materializes the topic of the day.** (15:00-16:00 PM Chile Time)



**WEDNESDAY OCTOBER 20<sup>th</sup>**

**Session 3:** Topic: “Socio-environmental ventures and new business models”.

**Activities:**

- 1) **Talk given by a specialist professor on the topic** (11:00 AM-13:30 PM Chile Time)
- 2) **A talk between a professor and an invited speaker that materializes the topic of the day.** (15:00-16:00 PM Chile Time)

**THURSDAY OCTOBER 21<sup>th</sup>**

**Session 4:** Topic: “Impact Investing: how to encourage the emergence of new companies and ventures”.

**Activities:**

- 1) **Talk given by a specialist professor on the topic.** (11:00 AM-13:30 PM Chile Time)
- 2) **A talk between a professor and an invited speaker that materializes the topic of the day.** (15:00-16:00 PM Chile Time)

**FRIDAY OCTOBER 22<sup>th</sup>**

**Session 5:** Topic: “Intrapreneurship: Enhancing the entrepreneurial soul within organizations”.

**Activities:**

- 1) **Talk given by a specialist professor on the topic.** (11:00 AM-13:30 PM Chile Time)
- 2) **A talk between a professor and an invited speaker that materializes the topic of the day.** (15:00-16:00 PM Chile Time)



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

Chile Time	09:00	Student Local Time	
Mexico	02:00	07:00	AM
Sao Paulo	00:00	09:00	AM
New Heaven	01:00	08:00	AM
London	04:00	13:00	PM
Dublin	04:00	13:00	PM
Moscu	06:00	15:00	PM
Sydney	14:00	23:00	PM+1

Chile Time	14:00	Student Local Time	
Mexico	02:00	12:00	AM
Sao Paulo	00:00	14:00	PM
New Heaven	01:00	13:00	PM
London	04:00	18:00	PM
Dublin	04:00	18:00	PM
Moscu	06:00	20:00	PM
Sydney	14:00	04:00	PM+1