

Course Syllabus
INTERNATIONAL CONSULTING PROJECT

A. General Information

1. Academic Unit	GLOBALIZATION OFFICE				
2. Degree	COMMERCIAL ENGINEERING				
3. Code	DRI555				
4. Number of classes per week	1				
5. Location in Curriculum	4th and 5th year				
6. Credits	10				
7. Classes by Professor	Theory	1		Practice	
8. Classes by Teaching Assistant	None				
9. Course Type	Mandatory		Elective	X	Optional
10. Prerequisite					

B. Contribution to the Graduate's Profile

The "International Consulting Project" course developed together with Laurea University, Finland, has as a main objective to give UDD students the possibility of experiencing an international internship within a course.

This is achieved by means of combining practical and collaborative work between students from Chile and Finland, and providing a space where they can discuss, reflect, learn and work in an international team. All of this while finding real solutions to the necessity posed by participant companies.

The evaluation will depend on the student's performance and ability to lead and evaluate challenging cases, contribution to the team, feasibility of the final report, class and clients' presentations, among other specific requirements of the course.

C. General Learning Objective of the Course

The general objective of the course is to develop a consultancy business plan, in English, for either Chilean or Finnish companies interested in one of the following topics: business expansion to Europe or LATAM, development of new marketing strategies, market size analysis, search of new sales channels, new clients and cultural commerce, among others.

All sessions will be conducted online, and each group will be guided by a mentor. Each week, there will be a session between the mentor and the group to guide and provide feedback based on the progress of the student. Complementary, a weekly session will be held to review objectives and specific contents related to the course.

By the end of the course, students will be able to develop and implement a business model in a company, considering the specific needs given by the client and context.

C. Specific objectives

This course is focused on the development of transversal skills demanded by today's job market. Students will develop the following:

- Active learning
- Critical thinking
- Innovation
- Adaptability
- Problem solving skills
- Creativity
- Technology usage
- Team work

In addition, by being a course taught in English, students will be able to acquire and reinforce specific concepts related to their degree, along with enhancing their oral and written skills in this language.

E. Teaching Strategies

In order to attain the objectives proposed in this course, the following strategies will be used:

- Guided lectures by both mentors (Chilean and Finnish)
- Team meetings with foreign peers
- Individual and group investigation
- Written essays
- Oral presentations
- Group work

F. Evaluation

The following evaluations will be present throughout the course:

- *Project Plan*: This evaluation is focused on the organization of the team to develop the business plan. Students will have to set key objectives, students' roles within the team, key dates, communication with the client, etc.
- *Theoretical Essay 1 – Essay Presentation*: Essay related to the theoretical framework of the project. It includes the investigation of relevant sources in order to support the decision-making process for the business plan. As a second part of this evaluation, each student will

present the essay of another classmate within the group. In that way, the student shows command of knowledge related to the project.

- Midterm Evaluation: Self-reflection of the student's performance related to the actions taken at the moment, and aspects where the student can improve. Added to this, there is a reflective evaluation as a whole team.
- Theoretical Essay 2 – Essay Presentation: Essay related to the theoretical framework of the project. It includes the investigation of relevant sources in order to support the decision-making process for the business plan. As a second part of this evaluation, each student will present the essay of another classmate part of the group. In that way, the student shows command of knowledge related to the project.
- Final Report: Final report of the course. It includes goals, figures, calendar and implementation of the business plan develop for the company. It is a written report, followed by a presentation to the client.