



Pontificia Universidad  
**JAVERIANA**  
Bogotá

# ENGLISH TAUGHT COURSES\*

\* Not all courses might be available for your semester of studies.



## The 1960s: American Literature

<b>How to find it in the course catalogue</b>	Course name	The 1960s: American Literature
	Type	Pregrado
	Department	Dpto Literatura
<b>Course info</b>	Course ID	022596
	Credits	2
	Hours per week	2

### Objectives

The Sixties were the decade of peace and love and flower children, but also of war, assassinations, and discontent. The Beat generation, the Beatles, the Black Panthers, the Kennedy's, Apollo 11, Bob Dylan, Woodstock, the Civil Rights Movement, the Free Speech Movement, women's liberation, Vietnam, the anti-war movement ¿ are but a tiny part of everything that went on in the 60s. In this course we will analyse the literature of the United States in the context of the cultural revolution of the 1960s. Beginning with the Beat Generation of the 1950s, we shall examine how writers critiqued society in very different ways, while sharing their radical opposition to the dominant culture and an urgent desire for social change. Special attention will be paid to literary representations of identity and to the political issues that fuelled the progressive movements of the 60s, especially those concerned with race, class, gender, and the environment. Although we will read mainly poetry and novels, the course also includes shorter fiction, political writings, essays, and, of course, music and films.



Pontificia Universidad  
**JAVERIANA**  
Bogotá

## Studies about USA

<b>How to find it in the course catalogue</b>	Course name	Estudios sobre Estados Unidos
	Type	Pregrado
	Department	Dpto. Relaciones Internacional
<b>Course info</b>	Course ID	026047
	Credits	3
	Hours per week	3

### Objectives

No other state in the world has the power of attraction and action the United States have nowadays. The source of this power not only depends on its huge economy, military force or territory size. Understanding the political, economic, social and cultural processes of this state is paramount for international studies, which are the main objectives of this course.



## United States security policy

<b>How to find it in the course catalogue</b>	Course name	Política seguridad EU
	Type	Pregrado
	Department	Dpto. Relaciones Internacional
<b>Course info</b>	Course ID	029607
	Credits	3
	Hours per week	3

### Objectives

The security of the United States was greatly affected by the 911 terrorist attacks and its response has mainly focus on the international public opinion. However, the security policies of this world power encompass more than mere defence strategies and include different actions in the world. Given the current configuration of the international system, it is important to know how the United States have built their security policy, how does it identify threats, that beside terrorism include different fields like space and energy, which intervene in this process and the implementation of alternatives for its foreign policy.



## International Cooperation

<b>How to find it in the course catalogue</b>	Course name	Cooperación internacional
	Type	Pregrado
	Department	Dpto. Relaciones Internacional
<b>Course info</b>	Course ID	026058
	Credits	3
	Hours per week	3

### Objectives

Understanding cooperation as a power tool of states allows to remove conceptions of assistance were underdeveloped countries receive help from developed ones to solve their domestic troubles. In this sense, although cooperation arises within the framework of North-South relations, currently there are different dynamics that imply new modes like South-South cooperation, the decentralized and non-governmental cooperation, that have slowly positioned themselves in the international system, without necessarily displacing the official help to the traditional development.



## Development models in East Asia

<b>How to find it in the course catalogue</b>	Course name	Mod. Des. Asia del Este
	Type	Pregrado
	Department	Dpto. Relaciones Internacional
<b>Course info</b>	Course ID	028449
	Credits	3
	Hours per week	3

### Objectives

Less than fifty years ago, the East Asian region was under a state of poverty and with a clear lack of development. However, with the current economic and social policies, we find today that Newly Industrialized Countries (NIC) have widely overcome these issues. The course will have an approach, through the comparative method, on development models implemented in that region to identify those political, social, cultural, historical and international elements that affected their effectiveness.



Pontificia Universidad  
**JAVERIANA**  
Bogotá

## International Environmental Problems

<b>How to find it in the course catalogue</b>	Course name	Probl. Medioamb. Internacion
	Type	Pregrado
	Department	Dpto. Relaciones Internacional
<b>Course info</b>	Course ID	026049
	Credits	3
	Hours per week	3

### Objectives

The deterioration of the environment in the last century due to human action and the development model that was established after the industrial revolution have made that different agents within the international system (states, intergovernmental organizations, International non-governmental organization) introduce this to the global agenda. The path to positioning this topic has been marked by debates and different conflicts of interest and political, economic, social and scientific values of the agents, which must be studied to understand the evolution of policies and the institutions that are a result of these discussions.



## Genocides of the 20th Century

<b>How to find it in the course catalogue</b>	Course name	Genocides of the 20th Century
	Type	Pregrado
	Department	Dpto. Ciencia política
<b>Course info</b>	Course ID	025883
	Credits	2
	Hours per week	2

### Objectives

The 20th century witnessed a great number of genocides carried out by regimes with different ideological orientations in all parts of the world. These acts of mass murder targeted political enemies as well as specific ethnic and religious groups and other ¿undesirables¿. Much academic work has been done in order to illuminate how, why, and when genocide is perpetrated. The objective of the course is to introduce students to relevant approaches and theories for the study of genocide. By the end of the semester the students will have acquired conceptual, analytical and theoretical tools to understand the phenomenon in various contexts, and will be familiarized with some of the most important cases of genocide in the 20th century. One case of genocide in the 19th century and one in the 21st century will also be analyzed.



Pontificia Universidad  
**JAVERIANA**  
Bogotá

## Conflict Theory and Conflict Resolution

<b>How to find it in the course catalogue</b>	Course name	Teoría del Conflicto y Resolución de Conflictos
	Type	Pregrado
	Department	Dpto. Ciencia política
<b>Course info</b>	Course ID	001487
	Credits	2
	Hours per week	2

### Objectives

The field to research about Peace has evolve to reach a status as an independent discipline. It proposes to study conflict, violence and peace, although the main emphasis is the latter. This way, even recognizing the destructive potential of conflict, it is perceived as inherent to life in society and it is attributed a huge value as a driver of change. The main objective of this course is to acquaint the students with the most important approaches, theories and frameworks of analysis, in such a way that these can tackle these phenomena in a critical way and within the perspective of the social sciences.



## Strategy in Action

<b>How to find it in the course catalogue</b>	Course name	Strategy in Action
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	001379
	Credits	3
	Hours per week	3

### Objectives

The global economic turmoil has shaped a business world today that is more complex and changes at an increasing fast rate. It has created new issues and opportunities for those responsible for organizational strategy. The unpredictability of the current environment requires leaders to analyze their surroundings, adopt new and critical perspectives, assume ethical and responsible positions, and develop and execute organizational strategies. In particular, Moore's Law and similar technological trends have on one hand, made transaction costs shift dramatically within certain industries, while on the other have polarized (fragmented or created enormous economies of scales) at certain steps of the value chain (Evans, 2013).

This course provides the student (you) with knowledge and skills of integrated strategic analysis, it also allows students to analyze business issues, evaluate alternatives, formulate recommendations and make decisions, develop creative and strategic thinking and oral and written communication skills. It uses business case studies and extensive class interaction to provide you with the opportunity to apply lessons from real business situations understanding the link between the strategy and the business model, analysing social and ethical issues at the strategic level, and developing innovative approaches to strategic planning designed to accomplish sustainability and competitive advantages.



## Investment Banking

<b>How to find it in the course catalogue</b>	Course name	Investment Banking
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	021700
	Credits	3
	Hours per week	3

### Objectives

The Investment Banking class is designed to train business students in aspects of Finance and Accounting in the specific topic of investment banking and the logic behind it, in order to develop a deeper understanding of what is involved in the evaluation of large capital investments in corporations.

Choices made by the decision makers inside the corporations must dwell on whether or not to pursue an inorganic strategy (acquiring a capability by investing in another company) versus pursuing an organic strategy (developing the capability from within by investing the funds internally).

This exercise can be seen from 3 perspectives, each with a different incentive: 1) the acquirer (the company that wants to invest), 2) the target (the company which receives the investment funds) and 3) the investment banker who mediates the transaction from either the buyer (representing the acquirer) or the seller (representing the target) perspective, at times both.

The class seeks to put to practice, and also expand, valuation methods learned in your core finance classes, with special attention focused on the impact of the different perspectives outlined above and of the conditions surrounding the target corporation (i.e. early stage, growth, mature, restructure, etc).

This approach is taken because notions of value, control and fairness are all highly sensitive to either one of the three perspectives that one assumes (i.e. a banker may push for a deal to happen, even when it does not make any sense, just because it wants to generate fee income). By wearing the different hats and by applying the theory of finance to gauge deal value creation, we will be in solid ground to appreciate the art of I-Banking deal making.



Pontificia Universidad  
**JAVERIANA**  
Bogotá

## Investment Valuation

<b>How to find it in the course catalogue</b>	Course name	Investment Banking
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	029935
	Credits	3
	Hours per week	3

### Objectives

The business manager must make decisions about investment selection, depending on various objectives and constraints. In this respect, students must acquire basic skills concerning the criteria and methods that drive the selection at issue.



Pontificia Universidad  
**JAVERIANA**  
Bogotá

## Marketing Management

<b>How to find it in the course catalogue</b>	Course name	Marketing Management
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	027255
	Credits	3
	Hours per week	3

### Objectives

From the understanding of fundamental marketing concepts acquired in the prerequisite courses, Foundations of Marketing and Marketing Research, and within the context of innovation in product, service or process, the student must be able to use his/her prior knowledge and apply it to the creation of an innovative and strategic Marketing Plan for a new or old product/service, entrepreneurial project or idea, taking into account the analysis of the external and internal environment, and the market sector under the principles of social responsibility.



## Marketing Research

<b>How to find it in the course catalogue</b>	Course name	Marketing Research
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	029934
	Credits	3
	Hours per week	3

### Objectives

Marketing Research is designed for students to acquire the knowledge and tools of research, which allows them to have a theoretical background and the ability to apply it from a critical perspective. This will allow students to know and interpret specific marketing situations.

Specifically, students will learn different techniques of marketing research, with priority given to obtaining different types of information (qualitative and quantitative) based on previously designed objectives. Information requirements will vary according to the size of the organization, type of market in which it operates, product characteristics, and life cycle, etc. The practical aspect of this course focuses on the design of instruments and the gathering, analyzing, and interpreting of information to support the decision-making processes related to the company and its market.



Pontificia Universidad  
**JAVERIANA**  
Bogotá

## Principles of Marketing

<b>How to find it in the course catalogue</b>	Course name	Principles of Marketing
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	029936
	Credits	3
	Hours per week	3

### Objectives

Principles of Marketing is designed to give students the basic knowledge and tools of this discipline, that allows them to have an overview about the main elements that constitute it, as well as presenting how this discipline has changed over time and how it is nowadays.

This course will provide the basic principles of Marketing through the study and analysis of how different sciences have affected this discipline. Upon completion, students must have a critical perspective that allows them to interpret marketing situations from its theoretical bases.



Pontificia Universidad  
**JAVERIANA**  
Bogotá

## Managerial Finance

<b>How to find it in the course catalogue</b>	Course name	Managerial Finance
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	027940
	Credits	3
	Hours per week	3

### Objectives

By successfully completing this class, students should be able to manage complex business issues related to procuring, deploying and managing corporate resources. It is expected, therefore, that students will develop a keen eye towards value-oriented decision making, a skillset deemed crucial for successful long-term planning.



## Organizational Behavior

<b>How to find it in the course catalogue</b>	Course name	Organizational Behavior
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	029928
	Credits	3
	Hours per week	3

### Objectives

The ways people behave in the workplace is sustained by explicit, multiple and hidden rationales that make organizational behaviors a complex phenomenon. Given this complexity, this class aims at helping students get a better understanding of the multiple causes and consequences of organizational behaviors, in order to enhance and promote organizational efficacy and well-being in a complex and dynamic business environment. Students will learn the basic concepts that underlie the organizational behavior field at the individual, group and organizational levels. The knowledge, skills and abilities developed through this class should allow students to enrich their understanding of their own way of behaving in organizations, as well as those of their (future) colleagues/managers/employees. Overall, the class should contribute to a more productive, pleasant and ethical work environment.



## Consumer Behavior

<b>How to find it in the course catalogue</b>	Course name	Consumer Behavior
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	031003
	Credits	3
	Hours per week	3

### Objectives

Consumers are the centre of interest in today's marketing. Progress in the social sciences has enriched the knowledge we have about consumers at the beginning of the 21st century; it has let us explore their motivations, their emotions, and the way they make decisions, but mostly, it also has let us see consumers as cultural individuals.

This course Consumer Behavior seeks to generate an interdisciplinary view that allows to approach the particularities of the postmodern consumer, delivering students the conceptual basis and analytic tools that strengthen their professional practice and allow students to generate strategies based on the real world consumers inhabit. First and foremost, this is a research course focused on the consumer behaviour that allows students, from a scientific logic acquired in previous courses such as qualitative and quantitative research and marketing research, to analyse consumers' activity using data and facts, that allow to generate scientific contributions in the academy and the productive activity.

By the end of the course, students will comprehend that the study of the consumers' behaviour requires an interdisciplinary and multilevel view, as we can address it from different disciplines, as well as individually or socially, without letting these two ways of knowledge contradict themselves.



Pontificia Universidad  
**JAVERIANA**  
Bogotá

## **Administrative Processes and Theories (Theory and Design of Organizations)**

<b>How to find it in the course catalogue</b>	Course name	Adm Processes And Theories
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	029931
	Credits	3
	Hours per week	3

### **Objectives**

Understanding organizational theory is an important part in the study of business administration. This course it's necessary to build skills on how to use knowledge related to administrative process & theories in order to be more efficient as am organization leader.



Pontificia Universidad  
**JAVERIANA**  
Bogotá

## Entrepreneurship and Innovation in Business Models

<b>How to find it in the course catalogue</b>	Course name	Entrepreneurship and Innovatio
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	029932
	Credits	3
	Hours per week	3

### Objectives

Currently entrepreneurship is one of the most coveted areas by professionals who want to achieve personal development and financial independence. However, people who want to be entrepreneurs are usually facing problems when they try to identify a new market opportunity, to develop it and to make a long-term project. For these reasons, this course promotes the development of creative thinking skills, and it offers methodologies and tools for identifying needs and opportunities, generating and modeling new ideas, so students will be able to design an innovative business models and present them effectively to investors to help make it a reality.



## International Business

<b>How to find it in the course catalogue</b>	Course name	International Business
	Type	Pregrado
	Department	Dpto Administración
<b>Course info</b>	Course ID	027252
	Credits	2
	Hours per week	2

### Objectives

The current changes of the world economy and its trend towards greater integration and interdependence means the search for new markets for Colombian companies and products entails great opportunities but, also, big challenges particularly for SMES wanting to take advantage of ftas and integration processes.

This being said, it is clearly relevant to offer future managers the chance to study the basic issues related to international business from the perspective of local SMES while, simultaneously, keeping an eye on the issues of big national and multinational corporations.

Market analysis, economic contextual assessment, and economics and management theories offer different explanations to frame the actions and procedures of business people that intend to take part in the global business community. all this requires an articulating strategic view in order to effectively approach internationalization in a highly competitive environment where gaps, opportunities and knowledge act as differential factors.



Pontificia Universidad  
**JAVERIANA**  
Bogotá



MOVILIDAD  
INTERNACIONAL

INTERNATIONAL MOBILITY OFFICE

[Incoming@javeriana.edu.co](mailto:Incoming@javeriana.edu.co)

57 1 3208320 ext. 2727