

PROGRAMA DE ASIGNATURA
GLOBAL MANUFACTURING: DESIGNED IN CHILE, MADE IN CHINA, SOLD WORLDWIDE
MANUFACTURA GLOBAL: DISEÑA EN CHILE, FABRICA EN CHINA Y VENDE EN EL MUNDO

A. General

1. Unidad Académica	VICERRECTORÍA DE PREGRADO					
2. Carrera	TRACK EMPRENDIMIENTO					
3. Código	ETR20222					
4. Ubicación en la malla	BACHILLERATO/LICENCIATURA					
5. Créditos	8					
6. Tipo de asignatura	Obligatorio		Electivo	X	Optativo	
7. Duración	Bimestral		Semestral	X	Anual	
8. Módulos semanales	Clases Teóricas	2	Clases Prácticas		Ayudantía	
9. Horas académicas	Clases	68	Ayudantía			
10. Pre-requisito	No tiene					

B. Contribution to the Graduate Profile

Taking into account the changes in the work environment, mainly those that have to do with the global environment, diversity and an interdisciplinary perspective, Universidad del Desarrollo has proposed to train its students through an Educational Project that, together with delivering a solid disciplinary training and in coherence with the needs of the world of work, develops in students new skills, competencies and knowledge that allow them to successfully face the professional scenario that awaits them at the end of their undergraduate training. In this context, the Track courses or thematic routes arise, with the purpose of contributing through extradisciplinary training, so that students can participate in more enriching learning experiences that will prepare them for a changing world of work.

The Global Manufacturing course: Designed in Chile, made in China and sold worldwide is part of the **Entrepreneurship Track** and aims to provide students with an overview of how to develop a business based on the production of consumer goods whose manufacture and marketing will be carried out abroad. Although this type of enterprise is much more complex than others, it is extremely important to encourage this activity to strengthen the national productive matrix. For this reason, it is essential that students obtain the necessary skills and mindset to scale the production of their enterprises to increase their chances of becoming successful manufacturing and exporting companies, thus paying tribute to the following UDD generic competencies: Entrepreneurship and Leadership and Innovation

C. Competences and General Learning Results developed by the subject

Competencias Genéricas	Resultados de Aprendizaje Generales
<i>Entrepreneurship and Leadership</i>	Internalizes a general vision of how to develop a business based on the production of consumer goods whose manufacture and commercialization will be carried out abroad.
<i>Innovation</i>	

D. Content Units and Learning Outcomes

Unidades de Contenidos	Competencia	Resultados de Aprendizaje
Unit 1. Manufacturing systems 1.1 <i>Manufacturing Systems</i> 1.2 <i>Product Design</i> 1.3 <i>Manufacturing</i> 1.4 <i>Procurement</i> 1.5 <i>Commercialization</i>	<i>Entrepreneurship and Leadership</i>	Identify the 5 functions that make up a manufacturing system: Design, procurement, manufacturing, distribution, and commercialization.
Unit 2. Management models 2.1 <i>Organizational Structure</i> 2.2 <i>Value creation and waste reduction</i> 2.3 <i>Robustness of the process</i> 2.4 <i>Leadership</i> 2.5 <i>Circular manufacturing</i>	<i>Innovation</i>	Recognizes efficient, effective manufacturing models that are aware of their impact on communities and the environment.
Unit 3. Production chains 3.1 <i>Demand estimation</i> 3.2 <i>Production rates</i> 3.3 <i>Inventory levels</i> 3.4 <i>Decision trees</i> 3.5 <i>Scenario evaluation</i>	<i>Entrepreneurship and Leadership</i>	Determine the geographic location of the functions of the manufacturing system based on the evaluation of different scenarios

E. Teaching Strategies

The methodology of the course considers a practical and significant approach oriented to learning entrepreneurial skills and a global approach mentality. The course considers 50% theoretical activities and 50% practical and applied activities.

Theoretical activities consider the presentation of concepts, conceptual maps, examples, and spaces to encourage students to reflect on their learning, in addition to COIL activities with other universities.

The practical activities will be oriented to the application of the subjects of the subject in a group simulation project. The simulation project consists of each group of students simulating the formation of a startup whose objective is to enter an international market with a product manufactured in Southeast Asia and designed in Chile.

F. Assessment strategies

To verify the progress of student learning, the following evaluation instruments will be used.

- *2 individual tests of application of relevant knowledge associated with the theoretical part of the course. Each test will consider 10 alternative questions and an essay question to demonstrate critical reasoning. The mark of each test will be determined as the score obtained / total score *6 +1*
- *3 group presentations of progress of the project associated with the practical and applied part of the course. Each presentation will consider a common evaluation rubric, based on the complying with the content required in each slide*
- *1 exam of application of relevant knowledge associated with the theoretical part of the course. The exam considers 10 questions to demonstrate problem solving and decision making skills. The mark of each test will be determined as the score obtained / total score *6 +1*

The final grade for the course will be calculated as Exam presentation grade 70%, Exam grade 30%. The exam presentation grade is the direct average of the two individual test and the three presentations (20% each).

Course Pass/fail criteria:

- To pass the course, students must obtain a grade equal to or greater than 3.0 in the exam.
- The course contemplates a compulsory attendance requirement, which implies that all students will be allowed a maximum of 6 absences, counted from the end of the Eliminate-Add process, which is indicated in the respective academic calendar. In the case of students studying Law, their maximum absence will be 4 classes. The student who does not meet this requirement will be failed and will not have the right to take the Final Exam, as contemplated in article 45 of the Academic Regulations for Regular Students.

G. Learning Resources

Bibliography

- Course Material

Further readings:

- The global manufacturing revolution, Yoram Koren. Wiley, 2010, ISBN: 9780470920800