Universidad Externado de Colombia

DIRECCIÓN DE INTERNACIONALIZACIÓN Y RELACIONES EXTERNAS

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UEXT SUMMER UNIVERSITY PROPOSED FACULTY

Josep-Francesc Valls Gimenez

University: Esade Business & Law School
Country: Spain
Topic: New business models in the digital era
Season: June 10 - 21, 2019

Short Bio: Josep-Francesc Valls Giménez, full Professor of Marketing ESADE Business & Law School. PhD in Communication by UAB, Barcelona. Graduate in Contemporary History by UB, Barcelona. Postgraduate studies in European Studies by CFPJ, Paris; in Finance and Stock Exchange by UB, Barcelona; and in Business Communication at NSK, Tokyo. He has been linked to marketing and tourism for over 25 years as a professor, researcher, writer and consultant.

Course information: The course will be theoretical-practical. Cases of success and failure in digital transformation will be discussed, both in the field of industry and services, especially in tourism; and the active participation of students will be encouraged. The evaluation of the course will require that the participants present in a work group during the last session a digital change project of a company. The presentation will include the identification of the clientele, the new value proposal, the satisfaction, the IT solutions, the income and expenditure model, and the organizational model.

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UEXT SUMMER UNIVERSITY PROPOSED FACULTY

Andrea Canidio

University: IMT Lucca and INSEAD
Country: Italy and France
Topic: Introduction to Blockchain and its uses
Season: June 10 - 21, 2019

Short Bio: Assistant professor of Economics at IMT School for Advanced Studies in Lucca (Italy), where I teach Microeconomic Theory to PhD students. I'm also fellow of the Stone research centre at INSEAD, Fontainebleau (France), where I teach Game Theory to MBA students.

Course information: The course is composed of four separate parts: (1) an overview of blockchain (what it is, what can you do with it, why it is important); (2) how it works: a semi-technical deep dive in Bitcoin and Proof of Work consensus algorithm; (3) Tokens and ICOs: a new way to finance innovation; (4) Tokenization and Security Tokens: moving the existing financial structure to the blockchain.

Tobias Pfutze

University: Florida International University
Country: United Stated
Topic: Computational Methods and Machine Learning in Econometrics and Causal Identification in Econometrics
Season: June 10 - 21, 2019

Short Bio: Tobias Pfutze is an Assistant Professor of Economics at Florida International University in Miami, FL, where he teaches econometrics in the PhD program. He is also an occasional consultant for the World Bank in Washington, DC.

Course information: This course focuses on the objectives of identification and prediction in microeconometrics. While the former is concerned with establishing the causal effect of one variable on another for a well-defined population, the latter refers to the extension of these results to other populations. Unfortunately, these methods often pose contradictory demands on the econometrician.

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UEXT SUMMER UNIVERSITY PROPOSED FACULTY

Julián Villegas

University: University of Aizu
Country: Japan
Topic: Spatial Hearing and Virtual 3D Sound
Season: July 8 - 19, 2019

Short Bio: Julián Villegas is an Associate Professor at the Computer Arts Laboratory of the University of Aizu in Japan. His research interests include speech intelligibility, music and sound, psychoacoustics, and spatial sound. He received an Sc.B. in Electronic Engineering from University of Valle (Colombia), M.Sc. and Ph.D. in Computer Sciences from the University of Aizu (Japan).

Course information: The purpose of this course is to study the fundamentals of spatial hearing and its application to virtual environments. By using two ears, human among other species, are able to determine the direction from where a sound is being emitted in a real environment. For virtual environments (e.g., movies, games, recorded or live concerts) is desirable to provide the spatial cues found in nature to increase the realism of a scene. Besides reviewing the underlying theories of spatial hearing, this course focuses in practical implementations of binaural hearing techniques, so the course is intense in hands-on exercises mainly based on Pure-data programming language.

UEXT SUMMER UNIVERSITY PROPOSED FACULTY

Valerie Gomez

University: Texas State University
Country: U.S.A.
Topic: The Human Side of Artificial Intelligence.
Season: July 8 - 19, 2019

Short Bio: Valerie is currently a Field Advisor who places students during their social work field internship and teaches the field seminar course at Texas State University. She is a member of the Filipino Young Professionals of Austin, the Young Hispanic Professional Association of Austin, and the American Association of University Women and volunteers with Mobile Loaves and Fishes and Travis County Juvenile Probation. She holds a Bachelor's degree from the University of Texas at Austin and a Master's degree from Texas State University.

Course information: Artificial intelligence (AI) is being used as a tool to hire diverse workplaces but how humans design and use AI is uncovering bias. This course is designed for undergraduate students to explore workplace inequality and ethical dilemmas related to AI. AI presents solutions to enhance the society while discovering new challenges in the areas of age, equal pay/compensation, gender, race/color, and security. In this course, students will ideate and problem solve workplace disproportionality and discriminatory hiring practices. Each class will embed the ethical implications on different AI scenarios while discussing the importance of interpretability and accountability of the industry.

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UEXT SUMMER UNIVERSITY PROPOSED FACULTY

Henning Kehr

University: Hochschule Worms
Country: Germany.
Topic: Management of International Business – Case Studies and an outlook.
Season: July 8 - 19, 2019

Short Bio: 1985 graduate in Economics at Johannes-Gutenberg-Universität, 1993 Graduate in banking business administration, 2002 PhD sc. agr. in cooperative sector (International Business of Cooperative Banks) Jobs: 1986 -2007 different jobs in banking (International Business, Treasury, Private Banking), since 2007 professorship for Economics, Foreign Trade Consulting, Financing Foreign Trade, since 2013 Vice-President of Hochschule Worms resp. for Int. Relations, Research and Cooperations and Projects. Actual Projects are: "Work&Study - a blended Learning Concept for non-traditional students" financed by federal government, Feasibility Study for sub-terrestrial logistic concept, Gamification and a game for management of foreign exchange rate risks.

Course information: Risk management is more and more important. Risks are economical, political, legal etc. In particular, doing international business risks are higher and divers. And looking on Supply Chain Management also risks of supply are evident. What can be a model of a selection process taking into account risks of different suppliers and how can an optimal composition of a supplier portfolio be determined? Optimal does not mean that it is risk-free, but only optimal in regard to the combination of cost-effectiveness / advantage and risk. Another important risk is related to exchange rate risks of currencies (forex). Here different tools, mostly derivatives, can be used to hedge foreign currency risks. A third risk is related to negotiation of sales contracts. Hardly every related law can be known, thus, guidelines are important. At least an outlook to usage of Trade Service Utility (TSU) of SWIFT and perhaps some further (not deep) aspects to blockchain might be included.

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UEXT SUMMER UNIVERSITY PROPOSED FACULTY

Peter Cunningham

University: Nelson Mandela University
Country: South Africa.
Topic: Digital Transformation, Human Rights and Sustainable Development.
Season: July 8 - 19, 2019

Short Bio: Professor Emeritus Nelson Mandela University, South Africa Accredited Consultant: SAP R/3 Human Resources & Business Information Warehouse (BIW) Educated in South Africa & Britain, he has been involved in international keynote conference presentations, public presentations, executive management training & consultation, and international lecturing for more than 30 years. He has published widely in leading international & national journals. As the only SAP-certified consultant in HRM & BIW at a South African academic institution, his major areas of research, are Human Rights, Human Resource Development, Electronic HRM & Organisational Behaviour and Internationalisation of Higher Education.. He has co-authored a number of books, the latest being in organisational behaviour. As a research specialist, he is referee for various publications, examiner of Master & Doctorial degrees, & editorial board member on a number of international management journals.

Course information: The consequence of rapid social change, specifically where social change has been initiated from the top is the development of anomie – normlessness. The breakdown of the latter creates a fertile environment for human rights abuse, nepotism, opportunism, fraud, crime and the abuse of power by those in power. The course will examine for example the following issues: If a life can be saved or improved by using an organ from a dead body, should this always be attempted? Or do dead bodies have rights? How can we ensure that everyone in need has an equal chance of receiving a transplant if there is a limited supply of organs? What is the impact of a dictator having control over digital communication? These and other questions will be debated.

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UEXT SUMMER UNIVERSITY PROPOSED FACULTY

Jonathan Williams

University: University of Florida
Country: United States of America.
Topic: Art & Societal Change in the Artificial World
Season: July 8 - 19, 2019

Short Bio: Jonathan Williams teaches at the University of Florida. His interests lie in the outlining of art and its interaction with social justice. Williams has been a catalyst for change for 14 years as a teacher, motivational speaker, actor, spoken word poet and videographer. He has facilitated curriculum programs for students ranging from kindergarten to college seniors, and performed for numerous conferences to ignite dialogue about inequality, institutionalized oppression, and potential solutions to these issues. Notable performances include an educational showcase and talkback at the New Amsterdam Theatre on Broadway, The National Conference of Teachers in English in Boston, and the Cultural Olympiad at the Queen Elizabeth Theatre in London. Ultimately, Williams would like to challenge the traditional ways in which people engage with society through art, performance and critical thought.

Course information: Students will participate in exercises and activities during class designed to develop analytical skills and vocabulary required for discourse on the current state of inequality within various communities, our own ideologies, and how we intend to impact and shift its future state. Students will carefully and logically analyze movie scenes, music, spoken word, etc. from multiple perspectives and use this as the baseline to discuss systemic inequality and cultural attitudes with sensitivity to differences in thought. With an established safe space, we can then dive deeper into the roots of negatively impactful ideals. Students will also participate in creative writing and performance, either via live presentation or original film that incorporates topics discussed during class. The transformation of discourse into art will reiterate and evaluate student's progress in comprehending alternative vocabulary and lines of thought that encourage individual autonomy towards societal change.

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UEXT SUMMER UNIVERSITY PROPOSED FACULTY

Imane Bello

University: Institut d'Etudes Politiques de Paris
Country: France.
Topic: Ethics and Politics of Artificial Intelligence.
Season: July 8 - 19, 2019

Short Bio: Imane Bello is lecturing Ethics and Politics of Artificial Intelligence at the Institut d'Etudes Politiques de Paris (Sciences Po Paris). In 2017, she passed the French Bar exam and is currently finishing her education at the Paris Bar School. Imane Bello holds a Bachelor degree from Sciences Po Paris, a Bachelor degree in Political Science from the Free University of Berlin, a license in law (French undergraduate degree) from the 'Université de Nancy II' as well as a Master degree in Global Governance Studies from the Sciences Po Paris Law School. Imane has worked in several law firms, where she focused in particularly on International Disputes and Digital Law. As an Internet Society Youth Fellow, Imane attended the 2018 IGF Summit in Paris where she was part of the panel on topics including Algorithmic Transparency and Best Practices in AI and IoT. In addition, Imane co-founded an association focusing on the connection between technology and climate change (https://www.weareclimates.org/advocacy) and publishes a monthly newsletter (https://bit.ly/2XB6hFi) on the connection between AI systems and Human Rights. Imane has worked and lived in France, Germany, Luxembourg, Peru and Israel and is fluent in French, English, German and Spanish.

Course information: The course will map out existing and emerging technologies and pursue a cross-disciplinary investigation of their ethical, social and legal implications, with a particular focus on AI. The aim of this course is to enable students to place emerging technologies, and particularly AI, within a broader context of implications. We will explore algorithmic decision-making processes, machine learning, automation, along with questions related to international human rights, power structures, discrimination and individual and collective lives.

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UEXT SUMMER UNIVERSITY PROPOSED FACULTY

Afsheen Misaghi

University: University of Florida
Country: United States.
Topic: What makes art, art?
Season: July 8 - 19, 2019

Short Bio: Afsheen Misaghi is in his final year of his graduate studies in Theater at the University of Florida. He is orignially from West Virginia, USA where he studied Chemistry and Theater at West Virginia University. A Persian-American, Afsheen's research focuses on representation in different fields of study across the USA and the world.

Course information: The goal of the course is to explore the question "What makes art, art?" and furthermore "How can you make art 'good' art?" By doing so, students will have to elevate their critical thinking, research, and discussion to navigate this difficult question and form their own opinion on the question with tangible evidence to back up their judgments. The course will be centered around examining the many facets of artistic expression; everything from Shakespeare to J.K. Rowling, from Beethoven to Prince. By doing so, the students will be asked to explore, in each case study, what makes each work a piece of art. In the exploration process, I will introduce the various academic ways in studying art i.e. period, form, style, as well as the various perspectives. By looking at different styles and methods of expression, each student will have the opportunity to explore the difference between "good" and "bad" art. With this new breadth of knowledge of the different genres and the ever-changing definition of what defines art, the students will now have the opportunity to create their own piece of art. In doing so, they will be able to explore first hand the media of film, photography, painting, writing, acting, spoken word, poetry, and music with a new perspective. The student product/presentation can be either a collage of each of the students' individual projects based on their newfound definition of art or a collective group effort, where each of the students are able to present their own definition of art and, by using various media, create a performance piece that can incorporate each of the individuals' works.