

Course name: Social Economy in Latin America

- ✓ *Hours of Instruction per Week: 4*
- ✓ *Total weeks: 15*
- ✓ *Total Hours of Instruction: 60*
- ✓ *Courses transferable to ECTS*
- ✓ *Courses transferable to U.S. System*
- ✓ *Recommendation: Advanced written and spoken English*

Course Description

Sustainability is changing the way in how businesses are operated. We live in an interconnected world where traditional approaches to business no longer work; so it is imperative to change the logic of value creation. The triple bottom line (people, planet and profit) are becoming pillars of sustainability and demand that business performance be evaluated in the broader context of social benefit. Organizations will be successful if they take proactive measures to build social integration. In this course we will examine the relationship between the economic system and environmental and social policies that add values, such as transparency and mutual agreements, on the business, public and social sector in Latin America. Students will become familiar with literature about sustainable development and social inclusion. By incorporating this knowledge, the course will enhance crossorganizational and management practices that support healthier and more responsible business. By the end of the semester the student will come up with their own projects based on challenging innovation as high-value for companies.

Course Requirements

This course requires of a very dynamic student who will benefit from the combination of academic and hands on learning. Besides the regular meetings in class, the student will have to attend discussion session and lectures, prepare oral presentations, analyze case studies and attend three visits outside class time. Students will also conduct research on a specific topic, the nature and scope of which should be determined in consultation with the professor. By the end of the semester, students will present to the class the outcome of this research, and write an 8-10-page final paper. The requirements also include four short comprehensive quizzes. In addition to this, each student will be expected to make a significant contribution to the classroom dialogue. Students need a minimum of 75% of attendance to be in good standing for the final exam. Sliding the ID card is the only way to track attendance. UB holds to the view that plagiarism constitutes intellectual theft and is a serious breach of acceptable conduct. Any student caught plagiarizing will immediately be given a "no credit" for all courses taken in the semester. There are no make ups for classes falling on public holidays.

Grading Policy

- Class participation: 10%
- Assignments (3): 30%
 - Journal Exercise (10%)
 - Individual assignment (10%)
 - Supermarket Project (10%)
- Visits (3) 20%
- Midterm presentation: 10%
- Final work: 30%

Final group work:

Students (small groups) will present to the class the "Final work" the outcome of their research, and write a 1,500 words final paper.

Final group presentation format

Times New Roman, size 12 pts, space 1.5 between lines, and margins 3.0 (both left and right), approximately 400 words per page. Number the pages and put the amount of words in the front page of your paper. Final paper; 1500 words (+/- 10%, which equals to 6-9 pages)

Academic Calendar

Week 1

What is business? Course introduction. The Story of Stuff by Annie Leonard, video and debate.

What is value for business? What is value for the social sector? What is value for the government? Group debate about Paris 2015, COP 21: Environment+ businesses + risks+ opportunities.

Readings:

Natural Step Canada (2009), Sustainability Primer: "Step by Natural Step" (2-10).

Braungart, M.; McDonough, W. and Hoye, S. (2008). Cradle to Cradle (27-44)

Week 2

What are social enterprises? Changing the mindset New economies, new paradigm.

Journal Exercises. Sustainability Portfolio. CSR, new business and new markets

Readings: Porter, M. & Kramer, M. (2011); "Creating Shared Value" (4- 17).

Optional readings: Hart, S.L. (2005); "Capitalism at the Crossroads" (67-69).

Week 3

How can we change?

Developing network business: activities, resources and bonds.

FPVS Foundation case: material and discussions

Stakeholders models. NATURA Case Study.

Readings:

Natura Harvard Case Study (1-27)

Wheeler, D.; Colbert, B. and Freeman, E. (2003); "Focusing on Value » (11-13).

Optional readings:

Werther, Jr.W. and Chandler, D. (2011); Chapter 5: "The Integration of CSR Into Strategy and Culture" (119-143).

Lassaga, M.G.(2010) Corresponsabilidad; chapter 5:" Lowering Investment risk at the BOP using network innovation"(1-22).

Senge, P. (2010) Chapter 10: "Getting People Engaged" (140-156).

Week 4

How can we change?

Sports and art strategies to promote social inclusion in vulnerable sectors of Great Buenos Aires.

Readings

Brugmann and Prahalad, CK. "Cocreating Business's. New Social Compact" (2-11).

Flores, T. (2006) Cuando con otros somos nosotros (87-108)

Week 5

1st Workshop towards Final Group Paper

Danon Case Study (A) and (B)

Readings:

Danon case study (A) and (B). Harvard Case Study.

Assignments (responsibilities per student)

Readings for the workshop

Honeyman, R. (2014) The B Corp- handbook (151-164).

Week 6

Visit to a B corp.

Bcorporations.

Patagonia Case Study and Patagonia B .

Business, environmentally responsible agenda

Readings:

Patagonia Harvard Case Study (1-23)

Patagonia B Harvard Case Study (1-14)

Week 7

Environmental Practices in Argentina

Environmental Approach Case Study in Argentina

Readings

Dalal- Clayton, B. and Bass, S. (2009) "The challenges of environmental mainstreaming"(67-82).

Week 8

Review for Midterm

Midterm exam

Week 9

Learning by mining in Argentina

Mining industries in Argentina: is it possible to think through the lens of sustainability?

Reading

Franks, D. M., Ali, S. H., Kemp, D., Davis, R., Bebbington, A. J. & Scurrah, M. (2014).

"Conflict translates environmental and social risk into business costs" (1-7)

Week 10

Learning by innovation

Innovation and sustainability

Readings:

Nidumolu, R; Prahalad, C.K., and Rangaswami (2009) M.R, Why sustainability is now the key driver of innovation (3-10).

Exercises towards the Supermarket Project (to be presented on week 12)

Week 11

Visit to Cooperative Brukman Recovered Factory

Recovered factories in Argentina.

Complementary currency: a new way to manage economies in regional developments

Volunteering in Argentina Guest Speaker

Optional readings:

Flores, T. (2005) De la culpa a la autogestión (20-23)

Week 12

Social impact in Latin America

Emerging markets: inclusive business in Argentina.

Supermarket exercise in class

Optional reading:

Lietaer, B (2005) El Futuro del Dinero (279-299)

Week 13

Poverty and Social Integration

Poverty sector and emerging markets

Readings:

WRI (2008) "Roots of Resilience: Growing the wealth of the poor" (46-68).

Week 14

Final Paper Discussion

What is the best way to do business?

1st Round Final presentation.

Week 15

2nd Round Final presentations.

Final conclusions Final exam

Final Grade Sheet and signature of "Hoja de situación" (attendance is mandatory).

Bibliography

- Braungart, M.; McDonough, W. and Hoyer, S. (2008). Cradle to Cradle. North Point Press, (27-44).
- Bruggmann and Prahalad, CK. "Cocreating Business's. New Social Compact" (2-11).
- Dalal-Clayton, B. and Bass, S. (2009) "The challenges of environmental mainstreaming. International Institute for Environmental and Development" (IIED)
- www.environmental-mainstreaming.org (67-82).
- Flores, T. (2005) De la culpa a la autogestión. Ediciones Continente Colección Peña Lillo (20-23)
- Flores, T. (2006) Cuando con otros somos nosotros; la experiencia asociativa del Movimiento de Trabajadores Desocupados. MTD La Matanza Editorial (87-108).
- Franks, D. M., Ali, S. H., Kemp, D., Davis, R., Bebbington, A. J. & Scurrah, M. (2014).
- "Conflict translates environmental and social risk into business costs" Proceedings of the National Academy of Sciences of the United States of America 111: 7576-7581 (1-7).
- Hart, S.L. (2005), Chap 3. "The Sustainable Value Portfolio" Capitalism at the Crossroads. Upper Saddle River, NJ: Wharton School Publishing) (67-69).
- Honeyman, R. (2014) The B Corp- handbook. Ed. Berrett-Koehler (151-164).
- Lassaga, M.G. (2010) Corresponsabilidad. Chapter 5: 5 Lowering Investment risk at the BOP using network innovation. Buenos Aires: Turmalina (1-22).
- Lietaer, B. (2005), The Future of Money: Creating New Wealth Longseller (279-299).
- Natural Step Canada (2009), Sustainability Primer: "Step by Natural Step. United States Edition edited by Natural Step US (2-10).
- Nidumolu, R; Prahalad, C.K., and Rangaswami, M.R, "Why sustainability is now the key driver of innovation," Harvard Business Review, 2009 (3-10).
- Porter, M. & Kramer, M. (2011), "Creating Shared Value". Harvard Business Review

(4- 17).

- Senge, P. (2010) . Ch.10: "Getting People Engaged" The Necessary Revolution. New York: Broadway Books, (140-156).
- Wheeler, D.; Colbert, B. and Freeman, E. (2003); "Focusing on Value: Reconciling Corporate Social Responsibility, Sustainability and a Stakeholder Approach, in a Network World. Journal of General Management. Vol. 28-No 3 Spring (11-13).
- Werther, Jr.W. and Chandler, D. (2011); Ch.5: "The Integration of CSR Into Strategy and Culture". Strategic Corporate Social Responsibility, London: Sage Publications (119-143).
- World Resources Institute(2008), comp. Roots of Resilience, Growing the Wealth of the Poor. www.wri.org (46-68).
- Case Studies:
 - Danon case study (A) and (B). Harvard Case Study. (A: 1-14 y B: 1-2)
 - Natura Harvard Case Study (1-27)
 - Patagonia Harvard Case Study (1-23)
 - Patagonia B Harvard Case Study (1-14)