Course Information
Instruction in English

Contact Information
griselda.lassaga@ub.edu.ar

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 cross-organizational 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 (2): 20%
   Individual assignment (10%)
   Supermarket Project (10%)
Visits (3) 20%
Midterm presentation: 15%
Final Exam: 15%
Final group work: 20%

For a better understanding of the comparable table for grading: check your orientation kit handbook.

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
Your document must follow this 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)
Send it to griselda.lassaga@ub.edu.ar (deadline: May 30, 20hs)

Required Textbooks and Materials
Griselda Lassaga, ed. Course Reader
Academic Calendar

**Week 1: (March 7-9)**
*What is business?*
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:**


**Week 2: (March 14-16)**
*What are social enterprises?*
Changing the mindset
New economies, new paradigm.

**Readings:**

**Week 3: (March 21-23)**
*How can we change?*
Visit to Telefónica Space
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:**


Week 4: (March 28-30)
1st Workshop towards Final Group Paper
Danon Case Study (A) and (B)

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

Readings for the workshop

Week 5: (April 4-6)
Circular economy, blue economy.

Sustainability Portfolio. CSR, new business and new markets

Visit Telefónica Space

Assignments (responsibilities per student)
Optional readings:

Week 6: (April 11-xx) Visit to the National Congress
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: (April 18-20)
Review for Midterm

Week 8: (April 25-27)
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 9: (May 2-4)
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)

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).


**Week 10. (May 9-11)**
**Environmental Practices in Argentina**
Environmental Approach Case Study in Argentina

**Readings**

**Week 11 (May 16-18) Part 4: Social impact in Latinamerica**
**Learning by mining in Argentina**
Mining industries in Argentina: is it possible to think through the lens of sustainability?

**Reading**

**Week 12 (May 23-XX)**
Social impact in Latin America
Emerging markets: inclusive business in Argentina.
Supermarket exercise in class

**Optional reading:**

**Week 13 (May 30- June 1)**
Poverty and Social Integration
Poverty sector and emerging markets

**Readings:**
IDB (2015); "A Rising U$ 750 Billion Market". Inter-American Development Bank.
**Week 14 (June 6-8)**
FINAL EXAM (Tuesday 1st)

Paper Discussion
What is the best way to do business?
1st Round Final presentation.

**Week 15 (June 13-15)**
2nd Round Final presentations.
Final conclusions
Bibliography


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


Lassaga, M.G. (2016); "Las Nuevas Economías y su impacto en la RSU, Responsabilidad Social Universitaria, Caso testigo: Cooperativa La Juanita" en Responsabilidad Social de las Universidades; Tomo VI; Ed. Red Latinoamericana de Cooperación Universitaria, Buenos Aires.


**Cases:**

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)