

(PALAS 330) **Social Economy in Latam
new business in emerging countries**

Dra. Ma. Griselda Lassaga

(Gabriela González and guests professors)

Program in Argentine and Latin American Studies

Universidad de Belgrano

Course Syllabus 2019 2

Course Information

Instruction in English

Contact Information

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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 or social project	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 October 23th; 23hs)

Required Textbooks and Materials

Griselda Lassaga, ed. Course Reader

Academic Calendar

Week 1: (July 30. Aug 1st)

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?

Readings:

Natural Step Canada (2009), Sustainability Primer: "Step by Natural Step. United States Edition edited by Natural Step US (2-10).

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

Week 2: (aug 6-8)

What are social enterprises?

Group debate about Paris 2015, COP 21: Environment+ businesses + risks+ opportunities.

Changing the mindset

New economies, new paradigm.

Readings:

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

Week 3: (aug 13- 15)

How can we change?

Developing network business: activities, resources and bonds.

FPVS Foundation case: material and discussions

Environmental Practices in Argentina. By Albina Lara

Environmental Approach Case Study in Argentina

Readings

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

Readings:

Barton, D. and Wiseman, M. (2014); Focusing Capital on the Long Term. Harvard Business Review

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

Optional readings:

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

Week 4: (Aug 20-22)**Environmental Practices in Argentina.** By Albina Lara

1st Workshop towards Final Group Paper (Pecha Kucha)

Assignments (responsibilities per student)

Readings

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

Week 5: (Aug 27-29)

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 6: (sept 3-5)

Field trip
Bcorporations.

Readings for the workshop

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

Week 7: (sept 10-12)**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 8: (sept 17-19)

Review for Midterm

MIDTERM

Week 9: (sept 24-26)

Recovered factories in Argentina.
Complementary currency: a new way to manage economies in regional developments

Circular economy, blue economy. Sustainability Portfolio: new business and new markets

Optional readings:

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

Readings

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

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

Week 10: (oct 1-3)**Part 4: Social impact in latinamerica**

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 11: (oct 8-10)**2nd wokshop towards Final Group Paper****Week 12: (oct 15-17)**

Social impact in Latin America: sports and art strategies to promote social inclusion in vulnerable sectors of Great Buenos Aires by Gabriela González

Emerging markets: inclusive business in Argentina.

Supermarket exercise in class

Optional reading:

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

Week 13: (oct 22-24)

Poverty and Social Integration

Poverty sector and emerging markets

Readings:

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

IDB (2015); *"A Rising U\$ 750 Billion Market"*. Inter-American Development Bank.

Week 14: (oct 29-31)

FINAL EXAM

Paper Discussion

What is the best way to do business?

1st Round Final presentation.**Week 15: (nov 5-7)**2nd Round Final presentations.

Final conclusions

Bibliography

- Barton, D. and Wiseman, M. (2014); Focusing Capital on the Long Term. Harvard Business Review (1-8)
- Braungart, M.; McDonough, W. and Hoyer, S. (2008). *Cradle to Cradle*. North Point Press, (27-44).
- Brugmann 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. Peña Lillo, Ediciones Continente (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. (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.
- 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).

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)

Griselda Lassaga. PhD

Educator on sustainability. Academic director of Double Diploma, Escuela de Posgrado en Negocios, Universidad de Belgrano.

Nowadays, Former International President of SLADE Sociedad Latinoamericana de Estrategia (2016/2018). Belongs to board of directors and Academic Coordinator for the courses taught about sustainability for Amartya, (eco social enterprise). Former Academic Director of the Sustainable Business Course, period 2015/2016 which is the outcome of the alliance between Amartya and Universidad de San Martín, Province of Buenos Aires. <http://www.amartya.org/ar/> .

Griselda holds a PhD in Sociology, Master in Business Administration (Universidad de Belgrano). Psychopedagogue (UCA); Systemic Approach (UBA- ITBA). Griselda is professor at master level on topics of "Ethics and Corporate Social Responsibility" and "Social Economy" (undergraduate) (Universidad de Belgrano), . Also she is Visitor profesor for this programs: "Sustainable development and Inclusive Business", and "Doing business with LATAM", for Toulouse Business School (in France & Spain) and for Universidad Espíritu Santo (UEES), previously for UTPL, in Ecuador. Griselda teaches intensive courses every year.