

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:

Environmentally, technologically, economically and culturally, we live in an interconnected world where traditional approaches to business no longer work. Environmental problems and social issues are becoming increasingly important. Notions of sustainable development and fair trade are forcing companies to radically rethink their business strategies. New structures and beliefs and a redistribution of existing resources are required to build sustainable businesses. Here, the work of C.K. Prahalad and Stuart Hart has been ground-breaking: added values, such as transparency and mutual agreements, are just part of a new vision of business (PFA).

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 plant a tree. She/He 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.

Attendance policy:

In accordance with University policies, students are required to have 75% percent attendance in order to take the final exam and have an opportunity to pass the class. Any absences incurred during trips or excursions not organized by the University fall within the 25% limit of absences.

Evaluation Methods:

- Class participation: 10%
- Assignments (3): 30%
 - Tree Project (10%)
 - Supermarket Project (10%)
 - Journal Exercise (10%)
- Article analyzes (20%)
- Midterm presentation: 10 %
- Final work: 30%

Academic Calendar

Week 1

Course introduction. Latinamerican context.

Cultural Context. Argentinian regions and impact on business.

Readings: PRAHALAD, C.K and Hart, S. Fortune at the Bottom of the Pyramid, Article Strategy and Business.issue 26, first quater 2002

Week 2

Sustentability Portfolio. CSR, Inclusive Business and new Markets

Optional readings: HART, S.L. Capitalism at the Crossroads (Upper Saddle River, NJ: Wharton School Publishing). 2005

Week 3

New Social Compact. Innovative local businesses such as self-help savings and loan groups and construction enterprises.

Readings: BRUGMANN AND C.K. PRAHALAD. Concreating Business's. New Social Compact, 2007

Journal Exercise

Article reading (question assignment)

Cooperative social movement in Argentina

Week 4

Developing network business: activities, resources and bonds.

FPVS Foundation case: material and discussions

Reading: Lassaga, M.G., Corresponsabilidad. Chapter 5 Turmalina Publishing 2010

Readings optional: HAKANSSON, H and SNEHOTA, I. Developing Relationships in Business Networks. Routledge Publications, London. 1995

Best Practices. Based on provided models, students will be assigned their case write ups for presentations and final paper.
Team work in class.

Week 5

Global Initiatives: Millenium Goals and the Global Compact. GRI, global reporting. Enterprises and Global Compact in Argentina. Cases.

Exercises

BoP Protocol 2008, Toward next generation BoP Strategies. Cases

Optional readings: Simanis and Hart. The Base of the Pyramid Protocol Second Version Cornell's Business School, 2008

Yunus, Creating a World Without Poverty: Social Business and the Future of Capitalism

Week 6

Design for change

Patagonia case. Business, environmentally responsible, with the challenge of implementing new radical ideas in their agenda.

Readings: Patagonia, Harvard case

Week 7

Best strategies to do business in Latin America. Corporations and the New Economy. Complementary currency: a new way to manage economies in regional developments

Readings optional: The Future of Money: Creating New Wealth Longseller, 2005

How to Change the World: Social Entrepreneurs and the Power of New Ideas, Updated Edition

Local development and fair trade. Challenges for inclusive Business. Agrobusiness
Readings: *London T., and Rondinelli D.*; Partnership for Learning. Managing Tensions in Non Profit Organisations: Alliances with Corporations, *Stanford Social Innovation Review 1.3: 28-35. 2003*

Supermarket Project

Week 8

The next 4 billion. Market size and business strategy at the base of the pyramid

Readings optional: The next 4 billion. Market size and business strategy at the base of the pyramid. World Resources Institute, 2007

Thinking within the sustainability frame, this choice includes business, tourism, ecological perspective and sustainable values.

- The New Deal: ECOTURISM FARM: Farm Model Ñandú, argentina case.

Organic vegetable production under forced.

Corporations borned in Argentina. **Arcor** Group's case study

Week 9

Stakeholders models.

Case study NATURA case

Readings: Natura, Harvad case

Exercises towards the Final Work for the seminar

Tree Project (September 29)

Week 10

Grassroots. Local cultures and lifestyles. Design for Sustainability.

Readings: WRI- World Resources Institute. Roots of Resilience, Growing the Wealth of the Poor. www.wri.org 2008

The SFrontier Beyond CSR. Social capital a new way to do business and make a difference.

Business Socially Responsible. Social and Economy Inclusion.

Readings optional: RAINEY, D.; Sustainable Development and Enterprise

Management: Creating Value through Business Integration, Innovation and

Leadership. Oxford University at its colloquium on "Regulating Sustainable

Development: Adapting to Globalization in the 21st Century"-August 8 through 13, 2004

Week 11

Creating change within the culture. Leadership, corporate voluntaree.

World Business Council for Sustainable Development (WBCSD). Corporate social responsibility and poverty issues.

Week 12

Innovation and sustainability

Competencies needed and opportunities of the challengue

Stages towards a new business models

Minicases

Readings: Nidumolu, R; Prahalad, C.K., and Rangaswami, M.R, Why sustainability is now the key driver of innovation, Harvard Business Review, 2009

Week 13

Emerging markets and emerging models. Business models that works.

Pay per use, solutions to the challenges of global poverty.

Readings optional: KUBZANSKY and others. Emerging Marktes, Emergign Models, www.monitor.com , 2009

Strategies for the new social compact

Readings optional: NEW VENTURES- WRI On the frontiers of finance. Scaling up investment in Sustainable Small and Medium Enterprises in Developing Countries,2009

Week 14

New Approaches to Low Income Markets

Final Papers: Discussion groups What is the best way to do business?

1st Round Final presentation. Final conclusions

Week 15

2nd Round Final presentation

Final conclusions

Bibliography

GROWING INCLUSIVE BUSINESS "Creating Value for All: Strategies for Doing Business with the Poor"- www.growinginclusivemarkets.org .Global report 2008 ISBN 978-92-1-126224-7

HART, S.L. Capitalism at the Crossroads (Upper Saddle River, NJ: Wharton School Publishing). 2005 Book ISBN 10: 0-13-613439-4 ISBN-13: 978-0-13-613439-8

KANDACHAR, P; Sustainability Challenges at the Base of the Pyramid. Greenleaf Publishing, Sheffield. 2008 ISBN 978-1-906093-11-2

HAKANSSON, H and SNEHOTA, I. Developing Relationships in Business Networks. Routledge Publications, London. 1995 ISBN-10: 1861522355 ISBN-13: 978-1861522351

PRAHALAD, C.K.; Fortune at the Bottom of the Pyramid, Eradicating Poverty through Profits. Wharton School Publishing. 2006 ISBN-10: 0131467506; ISBN-13: 978-0131467507

SENGE, P; SCHARMER, O; JAWORSKI, J and FLOWERS, B. S.; Presence: Exploring Profound Change in People, Organizations and Society. Doubleday, Random House, New York. 2004 ISBN: 0-385-51624

SIMANIS, E. and HART S.; The Base of the Pyramid Protocol BOP Strategy, 2nd ed. Center for Sustainable Global Enterprise, Johnson School of Management. Cornell. 2008 ISBN 978-1-906093-11-2

WRI- World Resources Institute. Roots of Resilience, Growing the Wealth of the Poor. www.wri.org 2008 ISBN 978-1-56973-729-3