

(PALAS 330) **Social Economy**
Dra. Ma. Griselda Lassaga
Program in Argentine and Latin American Studies
Universidad de Belgrano
Course Syllabus 2015

Course Information

Contact hours 60
Instruction in English

Contact Information

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Course Description

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 social economy. Here, in this course we would debate and learn breaking through ideas that add values, such as transparency and mutual agreements, on the business, public and social sector, just part of a new vision of businesses.

- Become familiar with the concepts (sustainable development's perspective) and progressively acquire relevant skills.
- Learn new skills, systemic thinking for these disciplines.
- Expanding your knowledge through Best Practices to enhance cross-organizational and management practice in the subject.
- Acquire knowledge about the contribution of the innovation as high-value for companies that develop within the framework of sustainability.

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. 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%
TBA (individual)	(10%)
Supermarket Project	(10%)
Journal Exercise	(10%)
Article analyzes	20%
Midterm presentation:	10 %
Final work:	30%

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 for the "Final work" the outcome of their research, and write 1000 words final paper.

Format final group presentation

Please for the final the group your document must follow this format: Times New Roman, 12 points, space 1.5 between lines, and margins 3.0 (both left and right). This gives app. 400 words on one page.

Remember to paginate the text (i.e. number the pages) and to put the amount of words in the front page of your paper.

The final paper; 1000 words (+/- 10%, which equals to 5-7 pages)

Send it to griselda.lassaga@ub.edu.ar (june 11th – deadline: 21hs)

Required Textbooks and Materials

Griselda Lassaga, ed. Course Reader.

Academic Calendar

Free days: march 24 and 25th. April 2nd and may 25th

Week 1: (march 10.12)

- Course introduction. The Story of Stuff : video and debate.
- How can we create value? What is value for business? What is value for the social sector? And the government?

Week 2: (march 17-19)

Changing the mindset

- Knowledge context. New economies.
- Sustainability Portfolio. CSR, Inclusive Business and new Markets
- **Journal Exercise.**

Readings:

Porter, M. and Kramer, M. (2011); "Creating Shared Value". Harvard Business Review pp. 4- 17.

Utting, P. (2000); "Business Responsibility for Sustainable Development". UNRISD Discussion Papers. Geneva, UNRISD.

NATURAL STEP CANADA, Sustainability Primer: Step by Natural Step. United States Editio edited by Natural Step US -2009

Optional readings:

Hart, S.L. Capitalism at the Crossroads (Upper Saddle River, NJ: Wharton School Publishing). 2005
 Bruntland, G. (1987) Report United Nations General Assembly , August 1987A/42/150.

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 2003. pp. 11-13.

Week 3: (march xx-26)

• **Assignments (responsibilities per student)**

- New Social Compact. Developing strategies towards transparency.
- 1st Workshop towards the Final Work.

Readings:

Brugmann and Prahalad, CK. (2007);" Cocreating Business's. New Social Compact". Article.

Week 4: (march 31- april xx)

- Developing network business: activities, resources and bonds. FPVS Foundation case: material and discussions
- Stakeholders models. Case study NATURA case

Readings:

Natura, Harvad case

Optional readings:

Werther, Jr.W. and Chandler, D. (2011); " Strategic Corporate Social Responsibility ", Chapter 5: "The Integration of CSR Into Strategy and Culture". Sage Publications, London. pp 119-148.

Lassaga, M.G. (2010); "Corresponsability"- Chapter 5: "Tendencias". Turmalina Editions, Buenos Aires

UN Global Compact for The 10TH Principle (2012); "*Corporate Sustainability with Integrity: Organizational change to collective action*".

Senge, P. (2010); "*The Necessary Revolution*". New York: Broadway Books. Chapter 10: "*Getting People Engaged*".

Week 5: (april 7-9)

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

- Trends: collaborative consumption.
- Mining industries in Argentina: is possible to think by the lens of sustainability. **Guess profesor**

Week 6: (april 14-16)

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

Readings:

Patagonia, Harvard case

Week 7: (april 21-23)

Global Initiatives: Millenium Goals and the Global Compact. GRI global reporting.

Enterprises and Global Compact in Argentina. Cases.
Exercises

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

Optional readings:

Roberts, P.; Lassaga, G. and Rimanoczy, I. (2011); *"Ethical Models and Applications of Globalization"*, Chapter: *"Critical Examination of the Assumptions. Beliefs and Ethical Considerations that underlie Business Models of Global Poverty Reduction"*. IGI Publications, London.

Simanis and Hart. *The Base of the Pyramid Protocol Second Version* Cornell´s Business School, 2008

Week 8: (april 28- 30)

- **MIDTERM.**

Optional Readings:

Epstein, Marc J. (2008); *"Making Sustainability Work. Best Practices in Managing and Measuring Corporate Social, Environmental, and Economic Impacts"*. Greenleaf Publishing Limited. London. pp 85-102 (17p).

Week 9: (may 5-7)

- **Exercise towards the Supermarket Project**
- Permaculture: design for a sustainable future. **Guess professor**

Week 10. (may 12-14) Guess professor

- 2nd Workshop towards the Final Work.
- Communications strategies. Dannon business case study. Corporations and the New Economy.

Exercise towards the Supermarket Project**Week 11 (may 19-21)**

- Visit of Dow´s Manager in class.
- Creating change in the same corporate culture. Exercise: Strategies anticorruption.
- Local cultures and lifestyles. Design for Sustainability
- 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

Readings optional:

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

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 12 (may 26-28)

- Innovation and sustainability
- 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 (june 2-4)

- 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 (june 9-11)

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 (june 16-18)

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
- NATURAL STEP CANADA, Sustainability Primer: Step by Natural Step. United States Editio edited by Natural Step US -2009
- 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

Other bibliography

- Carroll, A. B. (1999); *"Corporate Social Responsibility. Evolution of a Definitional Construct"*. Business and Society 38 (3): 268-295.
- Global Reporting, Reporting Principles and Standard Disclosures the new G4. Retrieved may,22 2013 <https://www.globalreporting.org/resourcelibrary/GRIG4-Part1-Reporting-Principles-and-Standard-Disclosures.pdf> pp 1- 47 (47p) 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
- Edwards, A. (2010); *"Thriving beyond Sustainability"*. New Society Publishers. Bristih Columbia
- Epstein, M. (2008); *"Making Sustainability Work"*, Chapter 6: *"The foundations for measuring social, environmental, and economic impacts"*. San Francisco, CA. pp 143- 162 (19p)
- Kandachar, P (2008); *"Sustainability Challenges at the Base of the Pyramid"*, Greenleaf Publishing, Sheffield.
- Kurucz, E., B. Colbert, and D. Wheeler (2008); *"The Business Case for Corporate Social Responsibility"* in: Andrew Crane, Abigail McWilliams, Dirk Matten, and Jeremy Moon (eds.), pp.: 83-112. The Oxford Handbook of Corporate Social Responsibility.Oxford, Oxford University Press.
- Prahalad, C.K. (2006); *"Fortune at the Bottom of the Pyramid, Eradicating Poverty through Profits"*. Wharton School Publishing.
- Visser, W., (2010); *"The Age of Responsibility: CSR 2.0 and the New DNA of Business"*. In; Journal of Business Systems, Governance and Ethics, Vol 5 No 3, November 2010.
- WRI- World Resources Institute (2008); *"Roots of Resilience, Growing the Wealth of the Poor"*. www.wri.org