



**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

SUBJECT NAME AND CODE: Business & Sustainability
LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2016-2		
ACADEMIC AREA	Negotiation & International Trade		
SUBJECT TYPE	Elective		
CREDIT POINTS	3		
CLASSROOM HOURS PER WEEK	3		
PRE-REQUISITES	None		
LANGUAGE	English		
INTERNATIONAL CONTENT	<ul style="list-style-type: none"> Reading materials include international journal articles Reading materials in English Research tasks on intercultural contexts Foreign speakers or professors visiting the classroom or participating online Development of projects that integrate national and international students, or collaborative projects, as well as on-site or online teamwork International cases are used and compared against national reality International bibliography is used 		
COURSE DETAILS			
COURSE DESCRIPTION	<p>To analyze real cases for learning: possibilities of impact business models, definition of a customer and a product, difference between clients and beneficiaries, requirements of an impact investor, evaluation as company B, and the exchange theory that establishes the relationship between the impact business model and the solution of the proposed problem. The course is aimed at students who want to start a business or a venture and are interested on having a positive impact on society or the environment, developing solutions that are financially viable and that respond to a real problem.</p>		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*
	Identifying the purpose of the entrepreneur and his business to encourage the investment of clients and investors in entrepreneurial and sustainable businesses	Skill	ILO03 ILO04 ILO BIB07

	Analyzing concrete cases of companies in the context of business and sustainability	Skill	ILO01 ILO02 ILO BIB06
	Developing a value offer and a business model that are innovative and that offer solutions to real social or environmental problems	Context	ILO BIB07
	<p>* Intended Learning Outcome</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>BIB ILO06: Apply technical skills associated with cross-border transactions: Ability to understand and solve issues associated with firm internationalization and trade, according to the level of study (Bachelor).</p> <p>BIB ILO07: International Business Plan: Develop and apply entrepreneurial spirit and creative thinking through a business plan associated with an established company or a student start-up.</p>		
COURSE CONTENTS	<ul style="list-style-type: none"> • PURPOSE: What do we do companies for? • What is sustainability about? • SOCIAL IMPACT OF BUSINESS: Who are the stakeholders of a company? • How do companies relate to nature? Impact and dependency relationships • Customers, Beneficiaries, Product or service, business model 		
METHODOLOGY	<p>Lecture and Case Method</p> <p>Theoretical classes</p> <p>Participative classes: Small Groups Discussion and Course Discussions</p> <p>Active Learning</p> <p>Workshops</p> <p>Practical Exercises</p> <p>Written tests, essays, presentations and integral projects</p>		
ASSESSMENT	<p>According to the teaching technique of case method, the following strategies for evaluation will be used:</p> <ul style="list-style-type: none"> • Analysis of specific cases of companies • Class participation (10%) • Homework / Group Work (20%) 		

- Midterm exam (30%), Presentation of a sustainable business project (40%)
- The evaluation of the group activities will have two components: the grade given by the teacher and the investor in the case of the final presentation (50%) and a weighted grade of students' classmates (50%)