

## Social Management in Action - SUD II

UGRA\_015151

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|---------------------|----------------------------------------------------|
| Departments         | Department of Society, Politics and Sustainability |
| Teaching Languages  | English                                            |
| ECTS                | 1                                                  |
| Teacher responsible | Alicia Palmero Cervós - alicia.palmero@esade.edu   |

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### Course Goals

The course objective is to resume and raise the interest of young people in working as a management consultant in a developing countries to carry out professional collaborations.

Specifically, students will review different transversal and thematic areas of management that, applied to cooperation to development, contribute to empowerment processes and the promotion of social justice within the organizations partnered with Esade SUD.

Therefore, in this subject, we will work from a more practical perspective. Reviewing management tools applied to development projects that will allow them to carry out their projects.

Developed competencies:

- Be able to acquire, understand and structure knowledge critically.
- Be able to develop strategic thinking and systemic thinking.
- Be able to contribute to organizations assuming corporate citizenship.
- Solidarity empathy. Educate the gaze in tune with human problems. Commitment capacity.

### Previous knowledge

The knowledge acquired in the elective course "Global Justice in Action - SUD I" that students must review to prepare the first evaluative element.

### Prerequisites

Students must have passed the elective course "Global Justice in Action - SUD I". This elective is only intended for the preparation of student candidates for the SUD Internship program.

### Teaching methodology

Lectures.  
Practical cases and exercises.  
Team work.  
Readings.

## Description

### Course contribution to program

This course is part of the elements in the preparation of those 3rd BBA and DBAI students who intend to carry out Esade's SUD Internship program.

The subject makes sense as a continuation of the training process initiated in "Global Justice in Action (SUD I)".

## Bibliography

Mario Vargas Llosa, El sueño del celta (Book)  
 Alejo Carpentier, El reino de este mundo (Book)  
 Eduardo Galeano, Las venas abiertas de América Latina (Book)  
 Gioconda Belli, La mujer habitada (Book)  
 Sergio Ramírez, Margarita, está linda la mar (Book)  
 Juan Rulfo, Pedro Páramo (Book)  
 Mario Vargas Llosa, La fiesta del chivo (Book)  
 Juan Gabriel Vásquez, El ruido de las cosas al caer (Book)  
 Ernesto Che Guevara, Diarios de una motocicleta (Book)  
 Isabel Allende, La casa de los espíritus (Book)  
 Laura Esquivel, Como agua para chocolate (Book)

## Activities

In-class discussions and debates  
 Professors and expert presentations in class

Teamwork  
 Exercises to be done in class and at home in groups related to the different session content

Essays  
 Essay on a chosen novel from the list

## Content

| # | Topic                                             |
|---|---------------------------------------------------|
| 1 | Tools for ethnographic analysis of social reality |
| 2 | Social Entrepreneurship and Impact Investment     |
| 3 | Social Consulting & Project Management            |
| 4 | Social Marketing                                  |
| 5 | Impact Measurement and Microfinance               |

## Assessment

| Tool                                       | Assessment tool                                                                                                                                                                                               | Category                  | Weight % |
|--------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|----------|
| Individual or team exercises               | Essay (a minimum score of 5/10 is required to pass the course)                                                                                                                                                | Ordinary round            | 50.00%   |
| Individual or team exercises               | Individual or team exercises (home or in class)                                                                                                                                                               | Ordinary round            | 30.00%   |
| Attendance and punctuality                 | To pass this course every student must make sure that ATTENDS AT LEAST 80% of the classes. The pending 20% is for emergencies (such as feeling sick, doctor appointments,...). Retake: minimum attendance 50% | Ordinary round            | 0.00%    |
| In-class analysis and discussion of issues | Participation, assistance and punctuality                                                                                                                                                                     | Retake and ordinary round | 30.00%   |

## PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA20 Year 3 (Optative)

BBA20 Year 4 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA23 Year 4 (Optative)

BBA23 Year 3 (Optative)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA25 Year 3 (Optative)

BITLASI22-Bachelor in Transformational Leadership and Social Impact (Undergraduates: Business)

BITLASI22 Year 4 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI21 Year 4 (Optative)

DBAI21 Year 3 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI23 Year 3 (Optative)

DBAI23 Year 4 (Optative)

GBD15-Double Degree in Business Administration and Law (Undergraduates: Law)

GBD15 Year 4 (Optative)

GBD15 Year 5 (Optative)