



HOST : PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE,
SCHOOL OF MANAGEMENT
NAME : "Sustainability strategies in the extreme South"
ACRONYM : EAM429
CREDITS : 5 UC/ 3 SCT
MODULES : 01/Quarterly
REQUIREMENTS : GNAM School MBA Student
GRADING : Standard (Pass/Fail)
Faculty Coordinator : Andres Ibanez, Director Int'l Affairs (aibanez@uc.cl)
Administrative Contact : Monique Delaveau, International Coordinator
(mdelaveau@uc.cl)

I. DESCRIPTION

All over the world, in different countries, in the first decades of XXI century, there have been social unrest, political turmoil and economic struggles. The causes are diverse and based in historical factors, globalization effects, different economic structures and cultural uniqueness, etc. However, sustainability objectives have significantly influenced business strategies in Latin America, as many economies in the region are heavily based on natural resources.

II. OBJECTIVES

At the end of this intensive course, the participant will:

1. Understand the economic impact of sustainability business strategies
2. Discuss how different and innovative business initiatives in Chile and Latin America promote companies' sustainability.
3. Evaluate the corporate and business challenges faced by companies and their journey toward sustainability.
4. Identify the role of corporations and managers in preserving an honest sustainability strategy, avoiding greenwashing.

III. EVALUATION

Group Reports : 100%



IV. EXPECTED BEHAVIOR

It is expected from students:

- A genuine commitment for learning and sharing knowledge and cultural factors with their classmates.
- An ethical behavior all evaluations and class activities.

The student honor code at PUC de Chile is included:

“Academic integrity is fundamental to the personal development of the current student and future alumni. Integrity is based on five values: honesty, trust, respect, responsibility, and impartiality. In order to get the most of this course, both students and professor must work together to create a learning environment to promote these values. Actions that go against these values are incompatible with the objectives of this course and those of the University and will not be tolerated. Each student is expected to promote the spirit of academic integrity among his/her classmates.”

V. METHODOLOGY

A combination of case discussions about firms operating in Latin America, lectures by different professors, and group activities, will be the main methodologies of this course. Morning sessions will be devoted to academic sessions while afternoons will include visits to companies and discussion panels. Networking meetings will be arranged with PUC MBA students.



SESSIONS & FACULTY

MONDAY MARCH 10th

08:30 AM (EDT) Welcome & Introduction

Professor Andres Ibañez, Associate Dean International Relations

Session I: Prof. Ignacio Pavez

09:00 -12:00

1. Evolution of the Role of Business in Society.
2. Positive-Impact Companies (PICs): A New form of Value Creation.
3. Types of Positive-Impact Companies (PICs)
 - a. Type 1 - Companies that evolved to become a PIC: Case Study of Viña Emiliana.
 - b. Type 2 - Companies that were born as PICs: Cases of Social Entrepreneurship in Chile.
4. The Sustainable Business Ecosystem in Chile: An institutional perspective.

TUESDAY MARCH 11th

Session II: Prof. Claudia Pabón

09:00 -12:00 TBD

WEDNESDAY MARCH 12th

Session III: Prof. José Tessada

09:00 -10:30: TBD

Session IV: Prof. Daniel Vercelli

10:30-12:00: TBD



THURSDAY MARCH 13th

Session V: Prof. Lucía Martínez,

09:00 -12:00:

- 1.- Sustainability as a challenge for a global business strategy: The case of Chile
- 2.- Business strategies and the sustainability agenda.
- 3.- Stakeholders pressures and how companies should react. Consumers and clients demand greater transparency in processes and new roles from companies, regulation imposes greater responsibilities on companies, climate crises affect logistics chains, and talents, especially millennials, look for companies with a purpose that aligns with theirs.
- 4.- The sustainability agenda challenge by multinational companies. Is it feasible to establish a global strategy in this matter?
- 5.- Chile as a learning market for companies with operations at the Latin American level

FRIDAY MARCH 14th

Session VI: Prof. Sebastián Gatica

09:00 -12:00:

- 1.- The concept of hybrid organizations and social entrepreneurship
- 2.- Convergence and emergence of hybrid organizations in Latam
- 3.- B-Corporations as a key actor on these dynamics
- 4.- Opportunities and challenges of B-Corps and hybrid organizations in Chile and Latam

During the week, visits to companies and invited speakers will be organized, to give different perspectives into how sustainability strategies are implemented in Chile.



FACULTY

José Tessada

Dean School of Management
Phd MIT in Economics,
Microfinances

Lucia Martínez

Master of Sustainability Management, Commercial Engineer PUC Chile
Sustainability Challenges on Business Strategy

Ignacio Pavez

Ph.D. in Organizational Behavior, Case Western Reserve University, EE.UU, Civil
Engineer & Master Engineering Science, PUC Chile
Positive impact cases in Chile

Claudia Pabón

Ph.D. in and Resource Production and Conservation Ecology, Wageningen University,
The Netherlands
Civil Engineer, Pontificia Universidad Javeriana. Bogotá. Colombia; M.Sc.
Environmental Sciences

Sebastián Gatica

Ph.D. University College of London, UK., M.Sc. in Development Administration and
Planning, University College of London, UK. , Commercial Engineer PUC Chile
Social Entrepreneurship in Latin America

Daniel Vercelli

MBA & Commercial Engineer PUC Chile, Founder of Manuia, Consulting company in
Sustainability. Former CEO Coca Cola Company Chile.