Course: Business, Purpose & Society

ECTS: 3

Diploma: Business in Spain

Semester offered: 1st and 2nd

Language of teaching: English

Professors: Carlos Ballesteros ballesteros@icade.comillas.edu (Coordinator)

> *"We're already seeing that in the top innovations coming out of finance, education, healthcare, retail, all the top innovations are all around this need for purpose," says Aaron Hurst Imperative CEO. "As you look at the workplace all the changes we're trying to make in the workplace, the things Google's doing, the things top companies are doing, they're all because, especially the millennial generation is demanding purpose in their work at a level never seen before. And that's why I believe we're in the early days of our fourth economy, a purpose economy."*

The modern economy is going through a period of transition between the traditional business models of the twentieth century, still in force, and the new challenges posed by a still emerging 21st century. We remain dominated by short-termism and the pursuit of economic benefit over the effects that economic activities have on the climate and people; but we are increasingly aware of the need to incorporate an integrated approach that takes into account the externalities of companies and reflects the real - social and environmental - cost of our production and consumption model. Addressing the challenges of the 21st century requires a change in the way we generate and understand the economy of such magnitude that it cannot remain solely in the sum of individual, local and decentralized actions. We need to seek partnerships, work in community, with a *glocal* approach, because when we act together we can effectively address big challenges.

Objectives and Skills

OBJETIVOS

At the end of the course, students should have:

1. Solved a real societal challenge
2. Had contact with other realities solving real problems that affect vulnerable people and that allows a service to society.
1. Known how to apply their knowledge and skills in a qualified way
2. Had the ability to gather and interpret relevant data to make judgments that include a reflection on relevant social, scientific or ethical issues.
3. Acquired a critical and self-critical awareness, developing the habit of thinking and analyzing situations.
4. Encouraged their recognition and respect for diversity and multiculturalism.
5. Been responsible for their learning, working actively, learning to learn and becoming the protagonist of their learning.
6. Oriented their wok to quality and excelence

Teaching Methods

1. **LECTURES.** Approximately 40% of the course time will consist in lectures on specific topics as listed below
2. **SERVICE-LEARNING (Real WORK)**. 40% of the course time will consist in developing a Service-Learning experience, in collaboration with a Community Partner. It requires compulsory field work
3. **COMPLEMENTARY ACTIVITIES (WORKSHOPS):** 20% of the course will consist in video forums, keynote speakers, team building, skill training-

Contents (lecture topics)

Lecture topics

1. Main societal challenges and divides
2. Sustainable Development Goals A framework for purpose
3. Vulnerability, social exclusion and quality of life.
4. New economies for the Common Good (circular, green, impact, sharing)
5. Impact investing and Venture philanthropy

Complementary activities (workshops)

1. Project management tools and how to work in social consultancy projects
2. Design Thinking an Agile methods
3. 97% Owned (documentary)
4. Field visit (not decided yet)

Assessment&Grades

1. 50% of the final grade will be awarded by a group self-administrated rubric, signed also by the community partner. Assessment criterion will take into account professional skills and team work, but also the quality of the solution given to the community partner (video tutorials)
2. 50% of the final grade will be awarded individually, by presenting a Learning Reflection Diary (free format) in which the student reflects his/her personal thoughts and reflections on his/her community learning process. It has to be comprehensive, so it should include opinions on video forums´ contents, readings, field visits as well as past personal experiences.

Bibliography

- Christian Felber "Change Everything: Creating an Economy for the Common Good", ZED Books 2015,
- Aaron Hurst "The Purpose Economy, Expanded and Updated: How Your Desire for Impact, Personal Growth and Community Is Changing the World", Elevate, 2016
- John Mackey, Rajendra Sisodia "Conscious Capitalism" Harvard University Press, 2014

Tempative calendar

- 1st semester sessions will take place Tuesday from 19:00 to 20:30. Starting date September 8th . Final day December 1st . Last day for confirming registration Sept 22nd

- 2nd semester sessions will take place (to be decided) Starting date January 18th . Final day April 30th Last day for confirming registration Feb 1st

Attendance to this course is compulsory. The course load is 3 ECTS. It is important to notice that in our University 1 ECTS= 10 contact hours+10 homework. As you can see in the calendar provided below, there are only 21 contact hours (including some slots (6) for teamwork) scheduled, as the essentials of this course necessarily requires homework at your convenience, to correctly develop the partner´s project.

Week 1	Course presentation
Week 2	Lecture: Main societal challenges and divides. The SDGS as a framework for purpose
Week 3	Lecture: how to work in social consultancy projects. Some tools (Design Thinking, Agile) Final registration
Week 4	
Week 5	Team work. Kick off meeting with community partner
Week 6	Lecture: Vulnerability, social exclusion and quality of life
Week 7	Team work
Week 8	Lecture: New economies for the Common Good (circular, green, impact, sharing)
Week 9	Team work
Week 10	97%owned (documentary)
Week 11	Team work
Week 12	Lecture: Impact investing and Venture philanthropy
Week 13	Team work
Week 14	Team work. Final presentation to community partner

(*) Team work should include intermediate meetings with the client in non-scheduled hours-