

## MASTER IN MANAGEMENT—SHORT COURSE DESCRIPTION

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### CORE SUSTAINABILITY COURSES

#### CLIMATE CHANGE & GOVERNANCE

Climate change is one of the most complex and transboundary challenges that humanity has ever faced. Developed countries have the biggest responsibility on the causes, but the consequences are hitting the most vulnerable harder. Besides the environmental effects, climate change has a geopolitical and economic face that is shaping the future of international relations and the development of nations and institutions. Therefore, building climate solutions is a complex, global-scale process that involves all levels and is relevant to all sections of society. Inclusive, just and transparent climate change governance is key for ensuring the well-being of nature and people and the current decisions around this agenda will have profound effects over the management and sustainability of institutions for the future.

#### CONSUMER BEHAVIOR & SUSTAINABILITY

Consumer Behavior & Sustainability relies on behavioral research from marketing, psychology and economics to better understand and promote sustainable consumer behavior. The course has two main objectives: understand (a) how to extract insightful information about customers' underlying motives and (b) how to promote "sustainable consumer behavior". To achieve the first goal, students will be presented with non-conventional qualitative and quantitative research techniques (ethnography and experimentation). Emphasis will be given to the latter and students will be asked to conduct a final research project using an experiment. To achieve the second goal, students will be introduced to key psychological constructs and their potential influence on "sustainable consumer behavior". Practical examples and interventions from multiple domains will be discussed (healthier food habits, recycling, climate change perceptions, sustainable product purchases, etc.). In their final project, students will have the opportunity to identify sustainability-related marketing

#### CORPORATE SOCIAL SUSTAINABILITY

The objective of this course is to equip students with an understanding of corporate sustainability management, focusing on companies but also including civil society and public organizations. The course deals with important societal conditions that affect sustainability issues and how they should be managed. Students will be introduced to central concepts on Corporate Social Responsibility (CSR); Corporate governance and CSR; Business ethics; Codes of ethics; CSR reporting; CSR in Latin America and critical

perspective on CSR and Corporate Sustainability. During the course students will see a number of example and case studies from different organizations to show how they have applied sustainability tools to their businesses.

**INCLUSIVE GROWTH: POVERTY, INEQUALITY AND SUSTAINABILITY**

Poverty conceptualization and measurement – cash conditioned transference programs – tackling poverty: what works and why.

**SUSTAINABLE DEVELOPMENT**

The United Nations officially released the 2030 agenda for Sustainable Development in January 2016, officially launching the 17 Sustainable Development Goals (SDGs). Although not legally binding, the SDGs represented a significant step forward in the guidance trickling down from the UN on what are the pressing priorities for the next 15 years of the global development agenda. This new guidance for global development is a significant improvement on the Millennium Development Goals, due to its structure and scope. The structure integrates social, environmental, and economic matters in all goals. The scope brought the globally material targets to the forefront of the discussion, whilst allowing for each geography to build new targets considering local materiality. Understanding the evolution of the sustainable development debate, how it blossomed in 2016 with the SDGs, and how individuals and institutions, both in private and public settings, have engaged with it will be a key advantage.