



Anáhuac
México

SUMMER SCHOOL

in Sustainable and Social Responsibility
at Universidad Anáhuac México

Internationalization
Department

Somos Anáhuac México • Líderes de Acción Positiva



Summer School in Sustainable and Social Responsibility at Universidad Anáhuac México

■ Why Universidad Anáhuac México?

Universidad Anáhuac México is a higher education institution recognized nationally and internationally as one of the best Universities in Mexico. According to the *QS World University Ranking 2019*, Universidad Anáhuac México, ranked third in the national ranking of the Top 10 of the best universities in Mexico for the second year in a row. Second national place in employability to recent graduates in Mexico, (*QS Graduate Employability Ranking 2019*), placing us in 2.3% of the best universities in the world.

■ Why Faculty of Social Responsibility?

Leadership in Global Social Responsibility is necessary to promote a new generation of innovative, ethical and socially responsible leaders. The action that provides tools to understand and address the challenges that exist globally is key to developing the capacity to create and lead positive action initiatives that promote integral development, civic participation and intersectoral collaborations. That is why the School of Social Responsibility is the only one of its kind in the world and offers its study programs focused on social responsibility and sustainable development in an integral way.

■ Why Mexico City?

Mexico City is the capital of the country and one of the most important political, cultural, educational, and financial centers of America. Is one of the 10 largest cities in the world, classified by *The New York Times* as "the metropolis that has it all", and is a cosmopolitan city, ideal for encounters with the historical past, a destination that offers a great cultural, gastronomic and architectural diversity.

Objectives:

Our objective is for the students to apply the knowledge acquired with companies interested in the topics of social responsibility and sustainability:

- Analyze different tools to address the challenges that exist globally.
- Develop the capacity to create and lead positive action initiatives that promote the integral development, civic participation and intersectoral collaborations with special emphasis on sustainability and social responsibility strategies of international organizations, civil associations and companies with a global vision.
- Analyze socially responsible strategies and action practices that are driving companies and the third sector with a global vision.
- Encourage personal and professional development by talking and arguing on diverse subjects from a global vision facilitating interactions and discussions that help the participants to reflect and expand their vision of the world.
- From an approach to action, the students will analyze the context of a problem or a real case, identify the intervening elements in the field of sustainability and social responsibility and propose viable or adequate solutions or strategies for the situation with methodologies and an ethics applied in the whole process.

Academic and cultural content:

Academic and practical content:

5 introductory distance hours on blackboard for Theme 1
45 classroom face-to-face hours to be held at the Universidad Anáhuac México North Campus.
Topics 2-6 will be reviewed.

Topic 1. Introduction

- 1.1 Social Responsibility and the Global Development Agenda
- 1.2 International stakeholders of Social Responsibility and sustainability

Topic 2. Global challenges under the systemic thinking approach in the triple base

- 2.1 Identification of environmental problems
- 2.2 Identification of social problems
- 2.3 Identification of economic problems
- 2.4 Systemic problems map of the triple base

Topic 3. Tools of change

- 3.1 Tools and opportunities to promote change: Government, industry and community
- 3.2 Strategic alliances for development

Topic 4. Leadership and innovation

- 4.1 Creativity and innovation in the formation and implementation of social impact projects
- 4.2 Psychological and organizational barriers
- 4.3 Leadership strategies to generate solutions
- 4.4 The principles and practice of design thinking: Innovation and challenges

Topic 5. Case study method

- 5.1 Heuristic phase
- 5.2 Justification phase
- 5.3 Observation
- 5.4 Exploration and contrast

Topic 6. Analysis and conclusions

- 6.1 Final development and proposals

Cultural content:

Excursion to a sustainable village next to the Filobobos area in Veracruz. There will be an immersion in environmental reading with experts in biomimicry and water and energy. You will visit an archaeological zone and the river in rafts.

Teacher:

PhD. Carolina Rico Restrepo, Universidad del Bosque, Colombia

Price: \$700.00 USD

Includes:

Accommodation in a double room, breakfast at the hotel, transportation Hotel-University-field trip, academic cost

To apply send an email to denisse.gallegos@anahuac.mx with the title: **Registration summer school social responsibility and sustainability**, with the following data:

- Full name
- Country
- Home University
- Level and Academic program that you are studying (Example: Degree in Bioethics)

Deadline for the receipt of applications:

June 17, 2019 registration deadline and advance payment of 50%

More information:

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