

# SUMMER SCHOOL



**Anáhuac**  
México

## Corporate Responsibility and Sustainability

July 6-13, 2020



**Somos Anáhuac México • Líderes de Acción Positiva**



## 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. It is one of the 10 largest cities in the world, classified by *The New York Times* as “the metropolis that has it all”. Mexico City is a cosmopolitan city, ideal for encounters with the historical past; a destination that offers a great cultural, gastronomic and architectural diversity.

## WHY UNIVERSIDAD ANÁHUAC MÉXICO?

Universidad Anáhuac México is a private higher education school founded in 1964 in México City as an essential element within the educational project of the Legionaries of Christ.

Nowadays, Universidad Anáhuac México is recognized nationally and internationally as one of the best universities in the country. 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. Due to the high academic quality of its undergraduate and graduate programs, Universidad Anáhuac México has 16 national and 6 international accreditations.



# SCHOOL OF SOCIAL RESPONSIBILITY



One of its kind in Latin America.



Recognized as “Leader in educative innovation for sustainable development” for the Business Initiative Directions.

Today's global challenges urge companies to act in a sustainable and responsible way with the environment and society. In the Summer School in Corporate Responsibility and Sustainability you will learn to identify the stakeholders and the necessary tools to promote development, through leadership and innovation. In addition, you will visit three of the most important and sustainable companies in Mexico and a sustainable village in the ecological reserve of Filobobos.

## SYLLABUS

### 1. INTRODUCTION

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

### 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

### 3. TOOLS OF CHANGE

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

### 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

### 5. CASE STUDY METHOD

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

### 6. ANALYSIS AND CONCLUSIONS

- 6.1 Final development and proposals



**ALL CLASSES  
WILL BE TAUGHT  
IN ENGLISH**

## **PRACTICAL VISITS**

- Identify the social responsibility and sustainability indicators of three of the most important and sustainable companies in Mexico.
- Excursion to a sustainable village next to the Filobobos, 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.

**6**  
CREDITS

**45**  
HOURS

## **PRICE**

**\$ 17,290**  
MEXICAN PESOS  
(\$910 US dollars)\*

### **INCLUDES:**

- Academic program
- Lodging in a double room in a hotel in Mexico City (breakfast included)
- Transportation:
  - Hotel-Campus/Campus-Hotel
  - Visits to three companies
- Trip to Filobobos:
  - Lodging
  - Transportation
- Closing gala

**\$ 11,970**  
MEXICAN PESOS  
(\$630 US dollars)\*

### **INCLUDES:**

- Academic program
- Transportation:
  - Visits to three companies
- Trip to Filobobos:
  - Lodging
  - Transportation
- Closing gala

\*Exchange rate: \$19 mexican pesos per dollar



# SUMMER SCHOOL

**Deadline to apply:**  
May 13, 2020



@AnahuacGlobal

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