

CLADEA
Guide to
Responsible
Business
Education in
Latin America

Edited by **Mariella Olivos Rossini**

© 2016 Greenleaf Publishing Limited

Published by Greenleaf Publishing Limited
Salts Mill
Victoria Road
Saltaire
BD18 3LA
UK
www.greenleaf-publishing.com

Cover by Sadie Gornall-Jones.

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British Library Cataloguing in Publication Data:

A catalogue record for this book is available from the British Library.

ISBN-13: 978-1-78353-335-0 [hardback]
ISBN-13: 978-1-78353-322-0 [PDF ebook]

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Introduction

Welcome to the first issue of the CLADEA Guide to Responsible Business Education in Latin America. This collection of cases is brought to you by the Latin American Council of Management Schools, produced proudly in partnership with Greenleaf Publishing. The aim of this guide is to promote knowledge and understanding of responsible business principles and disseminate initiatives and contributions in this field, as developed by CLADEA business school members.

With more than 50 years of action, CLADEA is the most important network for business schools in Latin America. CLADEA's main objective is to contribute toward resolving Latin America's most significant problems by engaging in education and promoting research. As a signatory of the United Nation's Principles for Responsible Management Education (PRME) and a member of the PRME steering committee, CLADEA has reaffirmed its commitment to the advancement of management education.

Latin America faces a challenge in resolving problems such as poverty and inequality, issues that have considerable repercussions for the well-being of society. These problems, exacerbated by resource scarcity, demand higher levels of creativity and a spirit of entrepreneurship among researchers and academics who are seeking sustainable solutions.

A group of 13 cases from universities in Colombia, Bolivia, Ecuador, Mexico, Peru and Spain were selected according to their relevance, clarity, and impact within their field and the wider community. The cases cover themes such as how CLADEA's business schools organize and design teaching and learning programs; the implementation of pedagogical transformations to enhance PRME engagement; how virtual spaces can be organized to serve students; the advancement of pedagogy for research; and how to encourage student involvement in social enterprise and social responsibility.

We hope that this guide serves as inspiration and motivation to individuals and their institutions, and supports them in their endeavors to transform society for the better.

Mariella Olivos Rossini, CLADEA Executive Coordinator