



SYLLABUS

I. General information

- Course name : Social innovation and volunteering
- Credits : 9 ECTS
- Professor, email : Jorge Ueyonahara / ja.ueyonaharam@up.edu.pe

II. Introduction

This course will offer students the opportunity of a unique experience by bringing them closer to a Peruvian rural community where they can demonstrate the existence of differences compared to an urban society in relation to their needs, language, culture and traditions. To develop the above, topics such as social responsibility, social innovation, volunteering and service leadership will be discussed in class. For the service leadership will incorporate the Ubuntu methodology that is based on 5 pillars: self-knowledge, self-confidence, resilience, empathy and service. After that, the students will move to the community San Roque de Cumbaza, Tarapoto in San Martin for their volunteer program where they can immediately apply everything that have learned in class.

III. Course purpose

The course aims to awaken in students the ability to exercise a leadership based on service through skills such as understanding and empathy, all in order to provide a benefit to the San Roque de Cumbaza community, in Tarapoto through the program of volunteering.

IV. Teaching and learning methods

This program is divided into 3 parts:

- The first week will be held at the Universidad del Pacífico campus in Lima, where theoretical and practical sessions are delivered through case studies, video projections, individual reflection, group discussions and group dynamics.
- For the second part of the course, the students will visit Ecovillages Peru, an ecotourism project with a model of sustainability management in the rural district San Roque de Cumbaza, in Tarapoto.
- Finally, there will be a final meeting in Lima to share what you have learned in your experience through a group presentation.

V. Assessment methods

Evaluation	Criteria	% of total mark
Discussions class presentations and dynamics	Active participation in class	30%
True & False / Multiple-choice questions test	Students understand the main concepts discussed during the classes	30%
Volunteering	The students make a group presentation where they show their reflection on their participation in the community of Roque de Cumbaza in Tarapoto	40%
Total		100%

VI. Course content

Session No.	Content
1	Welcome Group dynamic
2	Introduction to Social Responsibility
3	Social Innovation as driving force for social change Experiences in Peru and abroad: Students have to prepare individually a 3 minutes presentation about experiences in their own countries
4	Business case
5	Service Leadership based on Ubuntu methodology Service Leadership: self-knowledge
6	Service Leadership: Self-confidence
7	Service Leadership: Resilience
8	Service Leadership: Empathy and service
9	Test (True or false and multiple-choice questions)
10	Final group dynamic
11	Volunteering in Tarapoto, San Martín (5 days)
12	Final group presentation in Lima

	Monday 8	Tuesday 9	Wednesday 10	Thursday 11	Friday 12	Saturday 13	Sunday 14
						Volunteering	Volunteering
9:00	Welcome Group dynamic	Social Innovation as driving force (Experiences in Peru and abroad)	Leadership self- knowledge	Resilience	Test	Day 1	Day 2
10:00	Social Responsibility				Final group dynamic		
11:00	Business case	Leadership self- confidence	Empathy and service				
12:00							

	Monday 15	Tuesday 16	Wednesday 17	Thursday 18	Friday 19	Saturday 20	Sunday 21
9:00	Volunteering	Volunteering	Volunteering	Free day to work on their	Final group presentation		
10:00	Day 3	Day 4	Day 5				
11:00							
12:00							

VII. Bibliography

1. Chandler, D. (2017). *Strategic corporate social responsibility: Sustainable value creation* (4th ed.)
2. Porter M. & Kramer M (2006) Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility, Harvard Business Review
3. Shek, D. T. L., & Yu, L. (2015). Character strengths and service leadership. *International Journal on Disability and Human Development*, 14(4), 299-307.
doi:<http://dx.doi.org/10.1515/ijdh-2015-0451>
4. Shek, D. T. L., Yu, L., & Siu, A. M. H. (2015). Interpersonal competence and service leadership. *International Journal on Disability and Human Development*, 14(3), 265-274.
doi:<http://dx.doi.org/10.1515/ijdh-2015-0407>
5. Visser, W., Matten, D., Pohl, M., & Tolhurst, N. (2010). *The A to Z of corporate social responsibility: A complete reference guide to concepts, codes and organisations* (Rev. and updat ed.). Chichester, West Sussex, U.K: Wiley.