

Student Immersion Week

Sustainable Business Course in Ecuador

Lifelong learning, management talks, company and academic experiential visits

Background

The conversation about Sustainability is enabling business students to think about long term goals, value creation and shareholder engagement through its supply chain. Latin America has been historically, the provider of goods for North American and European markets. This proposed program brings cultural understanding as well as the importance of ensuring best practices and innovation in Latin American Markets.

USFQ's Office of International Programs OPI, along with USFQ's Graduate Business School: Escuela de Empresas, offers the opportunity to strengthen academic relationships through the student immersion weeks.

This certificate focuses on the study of the reality and achievements of local sustainability in the face of global trends and opportunities.

Learning objectives

- Analyze the reality of Ecuadorian companies faced to global tendencies of sustainability.
- Learn about financial, environmental and social sustainability practices.
- Learn about local businesses and Ecuadorian nature.

Student profile

MBA students that interested in value chain and value creation, luxury tourism, sustainability, CSR, stakeholder engagement and social innovation.

Content

The week of cultural immersion is composed of courses, managerial talks, a business forum, business and tourism visits.

Pre-trip Activity

Virtual Workshop: Preparation for activities in the Galápagos

Cristina Mateus

Presentation of the Galapagos Decarbonization Plan, in which students will be involved during their time in the Galapagos.

The project aims to not only provide a deep understanding of where the main sources of emissions in Galapagos are coming from but contribute with valuable information to propose alternatives that will support the Galapagos Zero Fossil Fuel Initiative and the Sustainable Development Goal (SDG) 7 targets. Reaching Goal 7 for Sustainable Development (SDG 7) means guaranteeing access to energy in an affordable, reliable, sustainable and modern way. Therefore, alternatives to transition current energy matrix to renewable sources as well as a more sustainable electric mobility also sourced by renewable energy are being explored and analyzed.

Acreditados a:



Afiliados a:



Day 1

USFQ Orientation & Campus Tour (1 hour)

Management talks (2 hours)

These lectures will be given by executives of companies that export Ecuadorian products and include sustainability as a key strategy in their business.

- *International partnership leveraging : Bouqs*
Juan Pablo Montufar

USFQ Rector Lecture & Welcome Lunch (3 hours)

Diego Quiroga

This lecture explores the reality of Galapagos' economic sustainability and the challenges that different communities face in the islands.

Decarbonization and Energetic Transition in the Galapagos (1 hour)

Cristina Mateus / Ximena Córdova

This lecture presents the premise that, while Galapagos only constitute 0.01% of Ecuador emissions, they are the perfect scenario to propose actions to execute a plan that will help understand how significant local scale actions towards emission reductions can be at a global scale.

Day 2

Value creation: Pacari (3 hours)

Fabrizio Noboa

This lecture focuses on the presentation and resolution of a local case study. It is complemented by a management talk and company visit.

Excursion (4 hours)

At the end of the day, students will visit the historic center of Quito and have dinner at the Casa Gangotena hotel.

Day 3

Pacari Cocoa Route (all day)

A visit will be made to Archidona (3 hours away from Quito), where the community of Santa Rita and the cocoa agro-tourism project are located. Students will visit this Kichwa community to learn about the natural process of planting and harvesting the best cocoa in the world, the cocoa above classified as "fine aroma".

Day 4

Quasar expeditions: a company you can trust (4 hours)

Alex Velasco

This course presents the case of Quasar Expeditions. Students will learn about a business model aligned to meaningful interactions with nature and sustainability.

Excursion (4 hours)

In the afternoon, there will be a visit to the middle of the world.

Acreditados a:



Afiliados a:



Day 5

Sustainable urbanism (2 hours)

John Dunn

This lecture focuses on urban planning in nature preserved areas and its impact on the sustainable growth of the islands.

Supply chain management (4 hours)

Ximena Córdova

This course focuses on best business practices with efficient supply chains and their impact on financial, environmental and social sustainability.

Meet and Greet (2 hours)

Meet up with USFQ Business School MBA students and local industry leaders

Day 6

Travel to San Cristobal

USFQ Galapagos Orientation & Welcome Lunch (2 hours)

Lecture – Galapagos Science Center Director

Carlos Mena

This lecture exposes the impact of science and data-driven decision making in sustainable growth. It will also provide examples of Galapagos Science Center's projects in the Galapagos islands.

Galapagos Decarbonization Field Visit & Field Work/Community involvement

Field visit and work related to the Galapagos Decarbonization Plan.

Day 7

Visit to Isla Lobos, with lunch

Field Work and Community Involvement

Day 8

Visit to Kicker Rock, with lunch

Field Work and Community Involvement

Farewell Dinner

Day 9

Travel back to Quito

Acreditados a:



Afiliados a:



Program Fees

5 to 7 students: \$3,200.00

8 to 10 students: \$ 3,000.00

11+ students: \$2,850.00

Includes:

- Round trip flights Quito - Galápagos Quito
- TCT Card to enter Galápagos
- Hotel Accommodation, with breakfast
- Tours and activities as listed on the itinerary

Does NOT include:

- Health insurance (mandatory)
- Additional COVID 19 testing
- Meals not included on itinerary (all dinners on own)
- Tips, gratuities, or personal expenses

Certificate

Upon completion of the program, each participant will be awarded the diploma: "Certificate in Sustainable Business" from the International Programs Office and Graduate Escuela de Empresas – Universidad San Francisco de Quito.

Contacts

Opi@usfq.edu.ec

Internationalprograms.usfq.edu.ec

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