

Disciplina: Negócios Sociais e Base da Pirâmide
Ano/Semestre: 2016/2
Professor: Diego A. B. Marconatto

1) Cronograma:

Data	Aula
1ª 05/10 Sala E08 200	Negócios sociais e base da pirâmide: conceitos fundamentais <ul style="list-style-type: none"> ▪ Apresentação professor-turma e disciplina ▪ Organização dos alunos em grupos ▪ Exposição do professor sobre negócios sociais e base da pirâmide
2ª 19/10 Sala Conecta	Base da pirâmide e estratégias organizacionais <ul style="list-style-type: none"> ▪ Debate sobre filme 'Poverty.inc' ▪ Debate sobre os textos: <ul style="list-style-type: none"> ▪ <i>Prahalad, C. K. (2011). A fortuna na base da pirâmide. Editora Bookman</i>^{acesso biblioteca Unisinos} ▪ <i>Capítulos 1-3.</i> ▪ <i>Weiser, J. (2007). Untapped: Strategies for success in underserved markets. Journal of Business Strategy, 28(2), 30-37.</i> ▪ Filme e debate: 'This world don't panic: how to end poverty in 15 years'
3ª 26/10 Sala E08 200	Negócios Sociais: um novo modelo de negócio, um novo mercado, novas possibilidades <ul style="list-style-type: none"> ▪ Debate sobre o texto: <ul style="list-style-type: none"> ▪ <i>Yunus, M. & Weber, K. (2007). Um mundo sem pobreza: a empresa social e o futuro do capitalismo. Editora Ática</i>^{acesso biblioteca Unisinos} ▪ <i>Capítulos 1-2.</i> ▪ Apresentação Skype com um Negócio Social¹ <small>confirmar disponibilidade</small>
5ª 09/11 Sala Conecta	Outros modos alternativos de organização e desenvolvimento <ul style="list-style-type: none"> ▪ Debate sobre o texto: <ul style="list-style-type: none"> ▪ <i>Marconatto, D., Barin-Cruz, L., Pozzebon, M., & Poitras, J. (2016). Developing sustainable business models within BOP contexts: mobilizing native capability to cope with government programs. Journal of Cleaner Production, 129, 735-748.</i> ▪ Análise dos modelos de negócio: <ul style="list-style-type: none"> ▪ <i>Kiva.org</i> ▪ <i>M-Pesa</i> ▪ Realização de prova

2) Avaliação:

- *Presença:* 20% da nota¹
- *Participação em aula:* 30% da nota
- *Prova*^{09/11/16}: 50% da nota

3) Bibliografia

Barki, E., Izzo, D., H. G. & Aguiar, L. (2013). Negócios com Impacto Social no Brasil. Editora Peirópolis. 260pgs.

¹ 0 (zero) falta = 100% da nota; 1 o uma ou mais faltas = 0% da nota.

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- Marconatto, D. A. B., Barin-Cruz, L., & Pedrozo, E. A. (2015). When microfinance meets CSR. In: Dima Jamali; Charlotte Karam; Michael Blowfield. (Org.). *Development-Oriented Corporate Social Responsibility: Locally-led Initiatives in Developing Economies*. 01ed. Sheffield: Greenleaf.
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