

LEARNING OBJECTIVES	COMPETENCES	EVIDENCE
Identify the specific features and conceptual bases of B Corps, distinguishing them from other types of companies.	B Companies	Characterizes the fundamentals of B Corps, distinguishing them from other types of company in the usual social and business economy.
	Legal aspects of B Corps	Identifies the legal particularities of B Corps locally and globally.
Explore and analyze in depth the main current social and environmental problems domestically and globally, putting myself in the affected people's shoes.	Social and environmental monitoring	Recognizes the main socio-environmental challenges in the local and global context.
	Empathy	<ul style="list-style-type: none"> - Identify the impacts that social and environmental problems can have on people. - Identify the social and environmental impacts that my actions or those of my company may have on people.
Explore in depth my interests and motivation related to the social and environmental problems in order to establish a personal purpose.	Self-knowledge	Identify the social and environmental problems that motivate people more and cause them to commit more deeply.
	Empowerment	<ul style="list-style-type: none"> - Identify the potential impact of my own actions to generate change through a B Corp. - Distinguish the personal impact of committing myself proactively on generating social and environmental change from inaction/passivity.
Develop a business idea that responds to my personal purpose, establishing an ad hoc definition of success for this private business.	Start B	Design a business that is economically viable and that has a positive social or environmental impact locally and/or globally.
Develop a proposal for turning B to an existing company, reestablishing the purpose of the company and its definition of success.	Transformation B	<ul style="list-style-type: none"> - Identify the company's opportunities so that it can achieve a dual purpose. - Develop a business plan adjusted to the dual purpose.
	Change Management	Identify and design change management strategies for the transformation into a B Corp.
Identify specific strategies B Corps are expected to have: collaborative leadership, an incentive system that promotes flexibility and adaptability, B marketing.	Organizational awareness	<ul style="list-style-type: none"> - Identify and design the most appropriate organizational structures and incentives for a B Corp (flat hierarchy, collaboration, flexibility) so that it can achieve the dual purpose. - Identify and design development strategies and promote the B organizational culture (remain passionate with and committed to the purpose in the challenge B Corps/startups face to grow). - Identify and design strategies to promote values and ethical principles of a B Corp.
	Team work	Design effective teamwork strategies to encourage collaboration and sharing.
	Effective communication	<ul style="list-style-type: none"> - Create effective internal communication strategies. - Design effective external communication and marketing strategies (to engage others, be eloquent).
	Purpose-oriented	Distinguish the decisions and actions that protect and promote compliance with the company's purpose as an agent of social change.
	B corporate governance	Identify the characteristics of a B corporate governance.
	B leadership	<ul style="list-style-type: none"> - Identify the various types of leadership that a B Corp needs (situational, collaborative). - Design inclusive/ collaborative decision-making processes, consistent with a flatter hierarchy.
	B Community	<ul style="list-style-type: none"> - Develop strategies for the management of functional networks in the B ecosystem. - Develop strategies for the development of bonds that strengthen the B culture and identity.
	Innovation	Identify innovation opportunities to address the challenges of a B Corp (organizational, product, marketing).