

De La Salle University
Ramon V. del Rosario College of Business (RVRCOB)
Management and Organization Department (MOD)

MINOR IN HUMANISTIC AND SUSTAINABILITY MANAGEMENT

Rationale

The Fourth Industrial Revolution calls for all Lasallian future leaders to be excellent, agile, and connected while staying true to our core values of faith, zeal for service, and communion in mission. Meanwhile, the Management and Organization Department (MOD) recognizes that leadership and management roles are no longer exclusive to business students. The advancement and democratization of technology has made it easier to start or lead an organization, whether a person is an engineer, a scientist, an artist, an economist, an academician, or any other professional background. Given these developments, the study and practice of management and organization has never been more relevant to a wider set of stakeholders.

Unfortunately, the overemphasis of mainstream management on financial goals, materialism, and individualism has led to detrimental consequences to society and the planet. Unfair labor practices, wasteful manufacturing activities, fraudulent reporting, unethical data mining, and many other ills have permeated mainstream management practice—resulting in a greedy form of capitalism that stunts true human development.

In response, as the “heart and soul” of the Ramon V. del Rosario College of Business, and in pursuit of our mission to “bridge faith and management practice”, we are offering to all non-RVRCOB Lasallians a Minor in Humanistic and Sustainability Management. This program aims to enable students to synthesize their primary discipline with a brand of management that allows integral human flourishing and sustainable development without sacrificing financial viability. Students will learn and apply leading management theories and frameworks that maximize their prior knowledge in their respective discipline. Moreover, students of our minor program will get the chance to primarily collaborate with the students of our flagship undergraduate program, BS in Applied Corporate Management (APC), in proposing and initiating change projects for the common good.

A key feature of the program is its connection with two international initiatives. Firstly, it will be supported by the International Humanistic Management Association, a leading organization of scholars, researchers, consultants and practitioners who are in the leading edge of humanistic and sustainable management. This means that students will have access to webinars and case studies from international experts and be able to participate in collaborative research projects involving global thought leaders on assuring human flourishing in business organizations. Secondly, the program is aligned with the thrusts of the United Nations Principles for Responsible Management Education and the Sustainable Development Goals. This means that learning

experiences in the program will tap the network of more 600 business schools around the world supportive of the SDGs.

Goals

Aligned with the university's expected Lasallian graduate attributes, the goals of the program are specified as follows:

EXPECTED LASALLIAN GRADUATE ATTRIBUTES (ELGA)	PROGRAM GOALS
	At the end of the program, the students are expected to:
1. Critical and creative thinker	Critically diagnose management issues and creatively propose solutions towards humanistic and sustainable development;
2. Effective communicator	Effectively advocate humanistic and sustainability-oriented solutions, in verbal or written form, through management policy proposals, opinion pieces, or management briefs.
3. Service-driven citizen	At least propose, or ideally initiate, change projects in a student's own organization (e.g., student organization, family business, etc.) that promote humanistic and sustainable development;
4. Reflective life-long learner	Demonstrate critical and affective reflection on management issues through the application of the Lasallian Reflection Framework together with prescribed first-person, second-person, and third-person reflection tools.

Courses

Each course is equivalent to 3 units. A student must accomplish 12 units to finish the Minor in Humanistic and Sustainability Management program. **Students are required to take up Humanistic Management and Sustainability Management. The student can opt to take two other courses specified in the table to complete the 12 units.**

The following are the courses and their corresponding descriptions:

COURSE CODE	COURSE TITLE	COURSE DESCRIPTION
ACMHUMA*	Humanistic Management	The course on humanistic management focuses on providing the students a basic understanding of its practice, developing their lens or ability to identify humanistic management practices in an organization, enhancing their communication skills to effectively deliver the message of humanistic management, and exposing them to a wider perspective on the practice through a hands-on final project. As a new course, humanistic management centers on the integral human development of organizations and its employees and other stakeholders. It advocates for a paradigm shift of current management practices towards a humanistic approach. Its underlying bases involves the (1) expectation of respecting human dignity in all circumstances, (2) immutable attachment of ethical considerations in business decisions, and (3) an ongoing dialogue with stakeholders in light of corporate responsibility.
ACMSUST*	Sustainability Management	This is an integrative course that covers seminal and emerging principles and frameworks in the management of sustainability-oriented organizations. Sustainability management, both as a field of practice and research, continues to evolve. As such, the course equips future business leaders to make decisions that incorporate strategies for environmental, human, community and social goals, both in the short-term and, particularly, in the long-term. This course examines the need to reconcile environmental, economic, and social dimensions of development. This course embraces the challenges of pursuing global sustainability through the review of changing patterns of consumption, production, and distribution. Covered in the course are perspectives from general management, environmental management, systems thinking and operations management. Students are expected to critically diagnose organizational issues and propose sustainability-oriented solutions.
ACMDIGW	Management in the Digital World	This integrative course places the study of management and organizations within the context of a complex digital world. The course allows students to

		<p>appreciate the impact of the Fourth Industrial Revolution, the internet of things, artificial intelligence, and other digital trends on management, strategy, and business model design. Students are expected to demonstrate the ability to critically diagnose organizational issues affected by digital trends and propose creative and ethical solutions to solve these challenges.</p>
ACMCOMM	Management and Organizational Communication	<p>This course covers the essentials for developing effective writing and oral presentation skills on the job. The framework used in this course encompasses basic principles that serve as a guide in the development and delivery of written and oral communication in business settings. Moreover, students will learn how to effectively craft messages (including infographics, blogs, vlogs) targeted to key stakeholders for digital media, and also to critically evaluate messages posted in social media, using a humanistic and sustainability-oriented lens.</p>
ACMORGD	Organizational Development	<p>Fast-paced technology, stiff competition, empowered consumer, dynamic policies and corporate leaders are some of the few factors that pushes organizations to go through series of changes every now and then. Given this backdrop, companies must look for ways to pursue organizational development. This course will expose students to various conceptions and interventions in facilitating change in organizations. Various frameworks will be discussed to equip students to propose change initiatives that pursue humanistic and sustainability-oriented goals.</p>
ACMCRT	Critical and Creative Thinking in Management	<p>The world of business is becoming more complex than ever, with the acceleration of globalization, technological change and the challenges of environmental degradation. Given this context, Lasallian business leaders are called upon by the RVR-COB Code of Ethics to promote the welfare of all stakeholders of the business firm through the practice of critical and creative thinking in a management and organizational context. In this course, students will learn principles, tools, and methods that enable critical reflections, ethical decision-making, logical thinking processes, and scientific inquiry. They will also learn to surface,</p>

		critique and possibly invalidate assumptions which perpetuate harmful misconceptions and block ethical and innovative solutions. These analytic and problem-solving skills will be enhanced by dialogue and group process competencies which will enable collaborative approaches to various organizational challenges.
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*ACMSUST and ACMHUMA are required courses for the completion of the program.

Eligibility

1. The program shall be made available to all De La Salle University students enrolled in colleges other than RVRCOB.
2. Applicants must not have any major disciplinary offenses.
3. Applicants should have experience for any period of time and for any of the following: student organization projects, volunteer work, past internships, part-time jobs, student assistantship, research assistantship, startup projects, family business involvements or other similar activities.

Application Procedures

Students must submit the following to MOD within the set deadline:

1. Filled out online application form: <https://forms.gle/tBV6881h3LmGBXwN6>
2. A resume, which highlights involvements in activities that showcase one's leadership potential (e.g., active involvement in student organization projects, volunteer work, prior internships or on-the-job trainings, startup projects, etc.)
3. A screenshot copy of MyLasalle grades.

Students are then interviewed by the Department Vice Chair or a faculty representing the undergraduate committee of MOD. MOD reserves the right to grant or reject applications based on factors such as but not limited to grades, leadership potential, attitude, and seriousness of purpose. Any forgery or fraudulent activities related to applying for the minor program shall result to automatic disqualification and shall be sanctioned to the full extent written in the student handbook.

Guidelines

1. There is a required 1.0 passing grade in all courses. The student cannot proceed with the succeeding course if the related pre-requisite course has not been successfully passed.

2. The student is required to take four 3-unit courses or a total of 12 units to complete the program.
3. There is no limit on the number of courses that a student can take in a given term.
4. A student may request for a course not offered for a particular term, however final approval for such request rests on the Department Chair/Vice Chair.
5. All other applicable University policies (e.g. on minimum class size, special class, dropping) shall be observed accordingly.

MOD