SUSTAINABILITY AND INTERCULTURAL RELATIONS IN PERU

**Course Code:** GEI204

**Credits:** 2 (Two)

**Classroom Hours:** 2 (Two) hours / week

Practicum Hours: Does not have.

**Department:** Management

THEORETICAL FOUNDATION

Creating social value in Peru - and also in Latin America and in the context of globalization - implies acting in contexts of cultural diversity. This poses a challenge to the social cohesion of countries and in the construction of global relations. For this reason, it is essential that students incorporate into their capacities the intercultural approach in social management. In this way, they will be able to use tools that allow them to build beneficial intercultural relationships both in the research tasks and at the moment of sustaining their decisions. These privilege, in particular, intercultural dialogue, whose practice requires developing communication skills, assertive and effective, oral and written in Spanish. Similarly, know the instruments of intercultural dialogue in a multilingual country. The course hopes to train social managers who participate in the construction of societies in which cultural diversity positively transforms social cohesion and citizenship, opening new opportunities for prosperity and sustainability.

ABSTRACT

Social management in Peru has to deal with a vast cultural complexity whose knowledge and management are decisive so that the interventions under its charge are relevant, effective and sustainable. Prospective knowledge, which is inherent in management's ability to respond for the repercussions that result from its activity, demands special attention for cultural diversity and the relationships between the different cultural matrices existing in our environment. For this reason, the course offers the student the identification of the fundamental elements that characterize this complexity in Peru, as well as its associated governance, proposing a strategic look that recognizes the potential conflicts and development opportunities that can arise from its failure or adequate understanding.