1. DESCRIPTION

This course will provide the basic and general preview on how relationships between living organisms and their environment take place. Students shall be concerned with ecosystems and trophic relationships, influence of human activities over the environment, water and air pollution, energy resources, etc. By motivating group discussions, the course aims at increasing awareness, therefore providing a tool that enables students to face environmental issues from a more critical position, whatever their future field of work may be. Considering the most of our students are Business orientated, the relationship business-environment will be discussed.

2. JUSTIFICATION

This course will provide the students a broad perspective of the environment and its consequences and interactions with humans.

3. OBJECTIVES

3.1 General

The objective of this course is to give students general knowledge about ecology, with topics that can be applied to modern business and personal life.

3.2 Specific

Global warming
Kyoto Protocol and Carbon Market
Wetland Ecosystems
Alternative energies
Analysis of environmental impact assessments

4. COMPETENCIES

- To critically analyze current environmental events.
- To be familiar with current environmental issues worldwide
- To analyze and discuss scientific articles, and lectures series.
- To understand basic ecological concepts and how ecosystems function
5. COURSE CONTENT OUTLINE

<table>
<thead>
<tr>
<th>DATE</th>
<th>SPECIFIC COMPETENCIES</th>
<th>CONTENT</th>
<th>NON-CONTACT HOURS</th>
<th>ASSESSMENT</th>
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</thead>
<tbody>
<tr>
<td>Week of M, March 15</td>
<td>Determines the importance of ecology</td>
<td>Rules, Introduction, Diagnostic</td>
<td></td>
<td>Recognizes importance of Ecology in other fields.</td>
</tr>
<tr>
<td>Week of M, March 22</td>
<td>Identifies current topics of Ecology.</td>
<td>Analysis of scientific literature</td>
<td>Scientific articles readings</td>
<td>Analyzes current environmental events</td>
</tr>
<tr>
<td>Week of M, March 29</td>
<td>Illustrates the negative effects of acid rain</td>
<td>Illustrates the importance of Hydrothermal vents</td>
<td>Yasuni ITT proposal analysis</td>
<td>Illustrates relevance of hydrothermal vents</td>
</tr>
<tr>
<td>Week of M, April 5th</td>
<td>Demonstrates the relevance of aquatic ecosystems</td>
<td>Scientific articles readings</td>
<td></td>
<td>Identifies the importance of aquatic ecosystems</td>
</tr>
<tr>
<td>Week of M, April 12</td>
<td>Analyzes the Pharmaceutical Industry</td>
<td>Analysis of the Pharmaceutical Sector</td>
<td>Carbon market simulator</td>
<td>Recognizes the importance of the Pharmaceutical sector</td>
</tr>
<tr>
<td>Week of M, April 19</td>
<td>Identifies the relevance of Demography</td>
<td></td>
<td></td>
<td>Performs demographic analysis among countries.</td>
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6. METHODOLOGY
Classes will be conducted by analyzing and discussing cases, and preparing debates and group presentations. A final team presentation will be presented.

7. EVALUATION
7.1 ASSESSMENT CRITERIA
Weekly quizzes, class discussion and presentations

7.2 Performance Markers
- Distinguishes between several environmental aspects related to global warming
- Describes conservation and natural resource management practices and challenges
- Assesses potential solutions for several environmental problems.

7.3 Weighting
- Every Thursday there will be QUIZ (total 4; 2 for each term): 50%
- Class discussion and class participation: 30%
- Students presentations on a give topic: 20%

- Mid Term on the 4th Week of classes: Thursday, April 1st
- Final on the last week of class: Wednesday, April 21st

8. BIBLIOGRAPHY
8.1 REQUIRED
Materials will be provided in class: seven PowerPoint presentations.

8.2 COMPLEMENTARY
8.3 HANDOUTS:
Materials will be provided in class.

8.4 WEBLIOGRAPHY:
• Nat Geo Website
• www.epa.gov
• www.fda.gov
• www.greenpeace.org

9. FACULTY INFORMATION

<table>
<thead>
<tr>
<th>NAME: M.B.A/MSc. ISIDRO FIERRO</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACADEMIC CREDENTIALS-UNDERGRAD: B.S. Molecular Biology, California State University, Fresno.</td>
</tr>
<tr>
<td>GRADUATE:</td>
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<tr>
<td>M.Sc. Biology, California State University, Fresno.</td>
</tr>
<tr>
<td>M.B.A. Universidad Federico Santa María Campus Guayaquil</td>
</tr>
<tr>
<td>M.B.A. Universidad de Lleida, Cataluña, Spain.</td>
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</table>

E – mail:
10.- FACULTY SIGNATURE AND OR DEAN/DIRECTOR’S APPROVAL (SIGNATURE)
Prepared by: Isidro Fierro  Date: February, 2010
Reviewed by: Dean Monica Reynoso  Date: February, 2010