

# 2022 Sustainability Week Curricular Activities

## MSc Programmes in Management

### MSc in Business Analytics

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#### ARTIFICIAL INTELLIGENCE II

Faculty: Nin Guerrero, Jordi

##### Understanding fairness

This session covers what Artificial Intelligence is, what are the sourcing of bias and the measuring of them, the fairness measure and the impossibility theorem of machine fairness.

### MSc in Finance

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#### REGULATION & FINANCIAL STABILITY

Faculty: Rachedi, Omar

##### Sustainable Finance and Green bonds: The Experience of ICO.

What is the role of green bonds in the transition toward a sustainable economy? And how to properly design them in order to avoid greenwashing? This class will feature Isaac Re Delgado from the Instituto de Crédito Oficial and we will discuss how financial institutions worldwide use the tool of green bonds to finance the decarbonization pathway to a zero-net economy. The class will also highlight the problem of greenwashing and detail the procedures of the Instituto de Crédito Oficial to guarantee that firms properly disclose their green and brown activities.

SDG related: 8-Decent work and economic growth and 13-Climate action.

### MSc in International Management

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#### GLOBAL MARKETING: ANALYSIS AND STRATEGIES

Faculty: Casaburi, Ivana

##### Sustainability Marketing: how to be credible in international markets.

The first part of the session will consist of small group work on the topic and the second part of the session will feature a panel of experts, CSR and sustainability directors of MNC's, who will discuss how sustainability is being managed in different sectors. In this panel there will be a Q&A moment with the students.

#### GLOBAL OPERATIONS

Faculty: Longoni, Annachiara

##### Sustainability Marketing: how to be credible in international markets.

We will have a debate in class about lean, green and circular supply chains. Then in the following two sessions will be included sustainability topics (product life cycle analysis and quality/environmental management) and we will have a guest speaker talking about quality and environmental sustainability.



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## MSc Programmes in Management

### MSc in Marketing Management

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#### CONSCIENTIOUS MARKETING AND MARTECH ETHICAL CHALLENGES

Faculty: Quim Calaf and Nicholas J. Ind

##### The Tech Factor

This session is titled the Tech Factor, and it will cover the ethical challenges that our use of technology has in marketing strategies. In addition to the commonly discussed issues related to humans (biases, access barriers, use of personal data, transitions in the market labour, etc.) there are many environmental and sustainability issues to take into consideration: energy consumption of technology, raw materials needed, among others.

### MSc in Innovation and Entrepreneurship

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#### THE 350 MILLION EURO WORLD FUND

Faculty: Brinckmann, Jan

The MIE programme will host on February 22th a fireside chat with Tim Schuhmacher (co-founder of domain marketplace Sedo (and investor in Ecosia, Zolar, gridX, Pachama and CarbonCloud). He just launched the [350 million Euro World Fund](#) and will discuss exciting opportunities they see in the space.

This session will be open for all MIE students.

### MSc in Global Strategic Management

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#### SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY

Faculty: Ignasi Martí Lanuza

To equip students with the concepts, frameworks and tools needed to effectively manage the challenge of social innovation and sustainability in their future careers and in their personal decisions. That said, social innovation and sustainability are complex and continuously evolving endeavors that do not lend themselves to learning and knowing the “right” answer.

### CEMS – MSc in International Management

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#### CEMS CLIMATE POLICY

Faculty: Rafa Sardá

The students will gain an understanding of the negotiation process under the United Nations Framework Convention on Climate Change (UNFCCC) and deep knowledge about Climate Change issues and their consequences for business.

