

# 2023 Sustainability Week Curricular Activities

## Bachelor of Business Administration

### 1st Year

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#### DESCRIPTIVE STATISTICS & PROBABILITY

Faculty: Agell Jané, Núria

Students perform an activity based on case related to sustainability related to waste-recycling. Students analyze waste generation of EU-27 countries. In particular, they analyze the waste produced in each country by households and by economic activities. The economic activities are classified according to the economic sector from which it comes from (Agriculture, Forestry and fishing; Mining; Manufacturing, etc.). A statistic study from a descriptive point of view is conducted. Finally, students are asked to report their findings and ideas on how to address the main problems that they have identified.

SDG related: 9-Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation; 11-Make cities and human settlements inclusive, safe, resilient and sustainable; 12- Ensure sustainable consumption and production patterns; 13-Climate action.

### 2nd Year

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#### ORGANIZATION THEORY

Faculty: Collet, François

In this class, students will have the opportunity to learn about how energy consumption is linked to economic growth and carbon emissions and learn about how a manager make decisions about carbon reduction initiatives.

Due to massive anthropic modifications of our biosphere, climate change being only one of them, environmental issues are not only bound to intensify; they will also evolve and diversify. Challenges regarding new pollutants, declining biodiversity or new invasive species are rising. It's never been as critical and urgent for organizations and society at large to understand how organizations affect the natural environment and to be prepared to face environmental hazards. In this session you will learn about how the Kaya identity can inform different strategies to reduce carbon emissions and will use a simulation to understand how a manager make decisions to reduce the environmental impact of an organization.

#### MARKETING FOUNDATIONS

Faculty: Casabayó Bonas, Monica

In this course, students will work on the case of "The vegetarian butcher" to learn about the impact of meat on the planet and how eating "vegan meat" can help.

#### LANGUAGE II: ENGLISH

Faculty: Venner, James

This course covers CSR issues and alternative economic models/concepts such as circular economy and triple bottom line. This class module consists of various activities and tasks related to Sustainable business. Students will also perform the [FT challenge on climate change](#).

In addition to the above, students will be encouraged to participate in other SW's activities so that students can bring to the class their findings on these issues.



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### 3rd Year

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#### CORPORATE STRATEGY

**Faculty:** Vernis Domenech, Alfred and Planellas Aran, Marcel

Students will be invited to participate in the SW's cineforum lead by Prof. Vernis on the film "Once You Know" ("Une fois que tu sais") by Emmanuel Cappellin. Documentary that addresses the energy depletion of the planet, climate change and our personal and collective capacity to adapt to a collapse that has already begun.

#### FINANCIAL ECONOMICS

**Faculty:** Dumitrescu, Ariadna

In this class we will discuss Fintech and Sustainability. We will talk about how Blockchain and No-code platforms can be used to solve sustainability challenges. We will have as guest speakers people from GladToLink y Hashing DNA.

#### LANGUAGE III: ENGLISH

**Faculty:** Pollock, Lydia

This course will hold the "People, Planet, Profit?" seminar, a student-led seminar on various aspects of sustainability, more specifically, greenwashing, pinkwashing and whether profit is compatible with being kind to the planet. Students have to read materials on the topic in preparation for the seminar and be able to debate on those topics. Seminar will be held on Friday of the Sustainability Week in class. The students will be encouraged to participate in the SW's activities so that students can report also their findings in the seminar.

#### SOCIO-POLITICAL ENVIRONMENT OF BUSINESSES

**Faculty:** Martí Lanuza, Ignasi and Ayuso, Ana

Ethnographic sensibility as a tool for social change. One of the most important –and sometimes underestimated– skills for to-be-leaders and managers is the capacity to listen and observe attentively and in a non-judgemental manner. This is, in fact, what ethnographers try to do. To see what is going on, and try to make careful distinctions between what people say they do and what they actually do.

This is crucial for any effort to understand well established patters in society –particularly exclusionary ones– and think about narratives and practices to disrupt and transform them. This course is, basically, about this: how to develop what we will name an ethnographic sensibility by means of learning to better observe and listen.

