

2023 Sustainability Week Curricular Activities

MSc Programmes in Management

MSc in Business Analytics

INNOVATION AND BUSINESS MODELS

Faculty: Lagrand, Richard

As part of the Innovation and Business model's module we will have a guest from a Venture capital firm in the Netherlands that invests in world-changing entrepreneurs who unite powerful impact with a scalable commercial business. They believe the most valuable companies will be the ones solving humanity's biggest challenges, and will share with us their insights of what they have learned so far with their portfolio companies.

CLOUD PLATFORMS (AWS)

Faculty: Rodriguez Serrano, José Antonio

Students will perform activity during the lecture and assignment that relates the course topic with some sustainability topic.

ARTIFICIAL INTELLIGENCE II

Faculty: Nin Guerrero, Jordi

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

KEY TOPICS IN FINANCIAL ACCOUNTING

Faculty: Redigolo, Giulia

Sustainability Disclosure and Reporting.

As of today, sustainability data are what financial reporting was in the early 1900s: voluntary, not standardize, difficult to compare. However, investors and stakeholders are progressively requiring this information. Concurrently, several voluntary reporting initiatives have been developed and culminated with the Corporate Sustainability Reporting Directive (2022), which will make sustainability reporting mandatory for the European companies. This class will feature a discussion of how companies have been approaching non-financial information disclosure, why and how firms disclose sustainability to external stakeholders, and whether investors and analysts value this disclosure. The class will also highlight the importance of sustainability assurance, its challenges and new opportunities.

SDGs: 8-Decent work and economic growth, 10-Reduced inequalities and 13-Climate action.

MSc in International Management

GLOBAL OPERATIONS

Faculty: Longoni, Annachiara

During the sustainability week we will have a debate in class about lean operations and environmental sustainability. And in the following week we will talk about social sustainability in global supply chains with a guest speaker.



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MSc Programmes in Management

MSc in Marketing Management

MAKING MONEY: MASTERING THE JOURNEY FROM BRAND TO BUCKS

Faculty: Bertini, Marco

Session: How “commercial” should your nonprofit be?

While leaders of nonprofits are never short of ideas on how to achieve greater impact, many discover that soliciting donations and grants doesn't scale as well as their ambitions do—asking for money can be time consuming, unpredictable, and loaded with fine print. In response, leaders may consider a more “commercial” approach where solutions have prices and beneficiaries become customers. However, they often hesitate to pull the trigger out of fear that chasing earned income limits impact, and, over time, it can corrupt organizations into caring more about making money than they do about making a difference.

In the presentation, which draws on field research and a collaboration with Boston Consulting Group, I argue that this fear is exaggerated. Importantly, I trace its roots to a common misunderstanding among nonprofits about the meaning and measurement of “impact,” and use several examples to show that earned income can easily coexist with mission. One of these examples is [Project Maji](#), and we will have the pleasure to hear from the founder via videoconference. In addition, attendees will receive a copy of the recent Harvard Business School [case study](#) discussing Project Maji's work in Sub-Saharan Africa.

This session will be open for all MSc's students.

