

# 2024 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.**

#### LEADERSHIP & ORGANISATIONAL BEHAVIOUR

Faculty: Folguera, Conxita

Students are invited to reflect on sustainability as part of the organizational culture and as a process of organizational change. Students will identify alternative projects to contribute to ESADE sustainability. The distinctive aspect of the team task is that these projects should be led by students themselves, assuming responsibility in the change process. Out of the initial alternative projects, each team will choose one and make a proposal to develop it applying organizational change theory and models.

**SDG related: 13-Climate action.**

### 2nd Year

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#### FOUNDATIONS OF OPERATIONAL EXCELLENCE

Faculty: Moreu Hasson, Juan Ignacio

In this session, we explore the six key competitive priorities in operations, with a special focus on SUSTAINABILITY. We'll provide concrete examples to underscore its significance, emphasizing its paramount importance in the context of operational competitiveness.

**SDG related: 12-Ensure sustainable consumption and production patterns. 13-Climate Action.**



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### 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.

**SDG related: 13-Climate action.**

#### MARKETING FOUNDATIONS

Faculty: Casabayó Bonas, Monica

In this course, students will delve into the case study of 'The Vegetarian Butcher' to gain insights into the environmental impact of meat consumption and explore the positive effects of incorporating 'vegan meat' into their diets.

**SDG related: 12-Ensure sustainable consumption and production patterns.**

#### 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.

**SDG related: 12-Ensure sustainable consumption and production patterns. 13-Climate Action.**



# 2024 Sustainability Week Curricular Activities

## Bachelor of Business Administration

### 3rd Year

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#### CORPORATE STRATEGY

Faculty: Vernis Domenech, Alfred and Planellas Aran, Marcel

Students are encouraged to join the Sustainability Week's cineforum, led by Professor Vernis.

#### SUSTAINABLE FINANCE

Faculty: Dumitrescu, Ariadna

In this class, we will explore the intersection of sustainability and valuation. In this class we will learn how to integrate sustainability factors into the process of firm valuation.

**SDG related: 8-Decent Work and Economic Growth. 12-Responsible Consumption and Production.**

#### 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.

**SDG related: 16-Peace, Justice, and Strong Institutions.**

