

2024 Sustainability Week Curricular Activities

EMOI- Executive Master en Operaciones e Innovación (Barcelona)

SUPPLY CHAIN

Faculty: Prof. Carles Roig

Article: ¿HOW TO COPE THE CHALLENGES OF THE SUPPLY CHAIN IN A POST-COVID-19 FUTURE?

Bet on sustainability business, environment and social ecosystems .

It is clearly demonstrated that placing supply chain programs continuously in the corporate agenda of companies contributes to developing models of business with the ability to compete the long of the time. But, in addition to ensure economic sustainability of the business satisfying the needs of customers, a real supply chain should try to ensure zero damage to environmental and social systems.

EMMV – Executive Master in Marketing and Sales (Barcelona)

PROGRAMS DIRECTOR

Faculty: Susana Valdés

Kick off of the Master Business Plans. All of them must necessarily include reflections on sustainability and its impact on the company's strategy.

EMMV – Executive Master in Marketing and Sales (Madrid)

PHYGITAL BRAINDING MANAGEMENT

Faculty: Prof. Jordi Torrens

Participants will have to work on the following cases :

- Toyota (coche híbrido/hidrogeno)
- Puzzle Phone (StartUp de economía circular)
- Novo Nordisk (ESG)

EMMDB – Executive Master in Digital Business InOn

DIGITAL ETHICS

Faculty: Prof. Marc Cortés

Reflections on the sustainability of digitalization in companies and individuals. We will review topics such as privacy, the ethical and moral impact of digitalization on decision making, and the impact on environmental sustainability.

