

2024 Sustainability Week Curricular Activities

PMD - Programme for Management Development

THE SDGs: IMPACT AND OPPORTUNITIES

Faculty: Prof. Marc Vilanova

This subject offers the theoretical knowledge and practical tools necessary for participants to understand the implications of the transformation towards corporate sustainability from various perspectives:

- a) The acquisition of a critical vision on the challenges and opportunities posed by the new global environment, and the change in business paradigm that the 2030 Agenda and the SDGs entail.
- b) The development of a new mentality for strategic management associated with sustainable and regenerative leadership.
- c) Knowledge of some of the tools necessary to promote a differentiating business strategy linked to sustainability and the SDGs.

