

2025 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.

INNOVACIÓN Y MARKETING EN EL CONTEXTO DE LA SOSTENIBILIDAD

Faculty: Prof. Ivanna Casaburi

This session is about to explore how innovation, as a driver of change and value generation, and marketing are integrated to respond to the challenges and opportunities created by sustainability, considering both consumer demands and the responsibilities of companies and government regulations.

- Understanding the concept of innovation and its relevance in marketing.
- Ability to identify how sustainability generates opportunities for innovation.
- Ability to design marketing strategies that boost sustainable innovations in the market.
- Effective communication of sustainable benefits in the market.

GESTIÓN DE LA INNOVACIÓN

Faculty: Prof. Xavier Ferràs

Caso Boeing 787

The case is about construction of an ultralight aircraft, made with composite materials, which save 20% of fuel. The objective of this case is to work on the organization of the project, the supply chain and the decisions in its development. All this, ultimately, allows us to generate a new range of more sustainable aircrafts.

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EMIBA- Executive Master in Business Analytics (Barcelona)

SUSTAINABLE MACHINE LEARNING

Faculty: Prof. Paula Subirana

This session has as its central axis the need to adopt an ethical view towards this technology to guarantee its sustainability. Specifically, it is based on reflection on various ethical dimensions of AI (such as autonomy, transparency, environmental impact, and justice) that we address and develop in a practical way to ensure its correct implementation.