

# 2026 Sustainability Week Curricular Activities

## Bachelor of Business Administration and Bachelor in Global Governance, Economics & Legal Order

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### MARKETING FOUNDATIONS

Faculty: Ivana Casaburi

Activity: Discussion on Branding and Sustainability. Title: Managing Global Brands Across Markets with Different Levels of Maturity. The intersection of branding and sustainability has become a defining challenge for contemporary companies. Today, sustainability is no longer an optional add-on to brand strategy; it increasingly shapes brand identity, positioning, and long-term value creation. Brands are expected not only to communicate functional and emotional benefits, but also to express clear values and demonstrate responsible behavior toward society and the environment.

### ACCOUNTING I

Faculty: Montse Díaz Almazan + 10 other faculty members

The practical exercise in this subject will focus on a company carrying out sustainability-related activities (something we already do), relating it as much as possible to the sustainability reports companies have to prepare and which are studied in detail in Accounting II. *All accounting topics will be approached from a responsible, ethical, and sustainable perspective.*

### CHALLENGE: INNOVATION & SUSTAINABILITY

Faculty: Guillermo Casasnovas

“The fish game”

Students will have to make decisions regarding the number of fish they want to catch in a given spot, knowing that fish reproduction rates are limited and that their classmates are also fishing in the same area.

The objective is for students to understand how we manage public resources (“commons”), demonstrating that if people only seek out their own interests, everyone ends up losing. This serves to underscore that we need to adopt collective and sustainable development strategies to address how we manage these commons.