

2026 Sustainability Week Curricular Activities

Bachelor of Business Administration

MANAGING SUSTAINABLE SUPPLY CHAINS. GLOBAL ENVIRONMENTAL CHALLENGES AND THE BUSINESS RESPONSE

Faculty: Rafael Sardà

Thursday, April 16

ENVIRONMENTAL SUSTAINABILITY PERSPECTIVES: THE FUTURE OF EUROPE. NAVIGATING IN A TURBULENT WORLD

Faculty: Laurent Pierre

The Environmental Sustainability Perspectives: The Future of Europe subject prepares students to be able to analyze Europe's systemic crises, combining elements from the economic, natural and social science fields.

Students will develop their systemic thinking skills, as well as a strong sustainability focus and ethical leadership, all of which can be applied to institutional and business transformation efforts.

The subject includes lectures, debates, role-playing exercises and team projects to prototype solutions that can strengthen European resilience.

One of the activities that will be carried out both before and during Sustainability Week and culminates with the students' final presentations of their projects on April 22 is as follows:

Teams comprising four students each have to design and present a holistic plan to restructure the European Green Deal, addressing issues such as Europe's ecological sustainability, social justice and economic transformation.

Their plans have to detail the specific institutional, labor-related, fiscal and public and private investment levers they feel necessary to implement their visions both realistically and systemically.

These team projects include a 25-minute presentation with a creative format and a Q&A session, and all team members have to participate.

The session set aside for students to present their projects will be held on April 22, Earth Day. It will be an open event, and all Esade community members can attend.

Those interested in attending can register via the following link: [The Future of Europe: Navigating in a Turbulent World: Registration form](#).

2026 Sustainability Week Curricular Activities

Bachelor of Business Administration

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.

COMPANIES' SOCIO-POLITICAL CONTEXT

Faculty: Starhemberg, Constantín; Sierra Andrés, Mireia; Garrido Skurkowicz, Natalia; Beltrán Martínez, Roxana; Santana Mariscal, Alejandro; Camps Costa, Jordi; Fernández de Castro Krings, Alex; Garcia Gay, Ramon; Mellén Vinagre, Teodor; Sáez Giol, Lluís; Toro Carnevali, Daniela

The objective of this subject is for students to understand the socio-political context in which companies operate in today's globalized world. By introducing concepts such as globalization, post-globalization and the social-process triangle (with its economic, socio-political and cultural facets), we will examine the key challenges companies face today and how they influence decision-making in the corporate realm.

The key questions posed include:

- *How can we make sense of the socio-political environment in which a company operates in today's highly interconnected world?*
- *What are some of today's major socio-political challenges and what role do companies play?*

The subject aims to provide students with the necessary tools to interpret the current situation, identify the social and political impact that professional decisions have and encourage students to assume an active and responsible role as both citizens and future professionals.

2026 Sustainability Week Curricular Activities

Bachelor of Business Administration

Session 8: Economic and Political Challenges. Focus: Refugee crises

Assigned material:

- Saskia Sassen – Expulsions (video)
- Migrations, Asylum and Human Rights – Pinyol-Jiménez
- Ten Pointers Towards an Alternative Narrative on Migration – Garcés (CIDOB)
- La Barcelona de los inmigrados – Narberhaus

What we will be addressing:

This session serves to analyze different refugee crises, the structural (economic, political and climate-related) causes behind expulsions, migration governance failures and the need for new narratives on migration.

Related SDGs:

- SDG 10 – Reduced inequalities: Global inequalities that lead to forced migration.
- SDG 16 – Peace, justice and strong institutions: Migratory governance, human rights and the state of law.
- SDG 17 – Partnerships for the goals: International cooperation in the migration and asylum areas.
- SDG 5 – Gender equality: Specific vulnerabilities affecting women migrants (depending on the reading).
- SDG 13 – Climate action: Displacement due to climate-related emergencies (present in Sassen).

CORPORATE STRATEGY

Faculty: Xavier Mendoza, Tamyko Ysa, Alfred Vernis

The Corporate Strategy subject in the BBA program clearly incorporates sustainability throughout the term, though not necessarily concentrated during Sustainability Week. The focus is on incorporating this issue into companies' strategic analyses. The aim is for students to understand that sustainability is not an isolated issue, but rather a key element within corporate strategies.

We will dedicate two complete sessions **within this subject** to specifically address the connection between sustainability and corporate strategy.

The subject is taught during the third year of the BBA program, with a total of six sections, as well as during the fourth year of the GBD and BBA-BAI double-degree programs. As a whole, this subject impacts approximately 500 students who study this content every academic year.

In addition, the subject addresses sustainability via additional sessions in which students present company-specific reports. For the latter, the different teams of students have to analyze a **diversified company's corporate strategy**, incorporating an assessment of the firms' sustainability strategies and their alignment with ESG criteria.