

2026 Sustainability Week Curricular Activities

Bachelor in Business and Artificial Intelligence

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.

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.*

CORPORATE SUSTAINABILITY IN OPERATIONS

Faculty: Rafael Sardà

Friday, April 17

(Subject included within core Operations subjects – third year, BBAI, E and A groups)