

2026 Sustainability Week Curricular Activities

Double Degree Bachelor of Business Administration & Business and Artificial Intelligence

CORPORATE STRATEGY

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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.