

# 2026 Sustainability Week Curricular Activities

## Executive MBA

---

### STRATEGIC SIMULATION

**Faculty:** Jordi Brunat

The Strategic Simulation serves to mark the end of the block of core content within the Executive MBA program, hence the “Capstone” label.

In this activity, all the issues related to the top-level management of a company with international operations serve to put participants to the test, requiring not only their in-depth and agile analysis but also making the appropriate decisions and implementing them correctly.

Like the majority of Esade’s strategy simulation activities, we incorporate all the very latest variables, ecosystem conditions, regulations and trends at any given time. All this includes a clear sustainability-related vision and vocation, as well as a reflection on company and senior management commitments to the UN’s Sustainable Development Objectives. However, this does not imply easy decisions for participants; on the contrary, especially given that competitiveness rules and that the different regulatory frameworks existing today aren’t consistent and haven’t achieved the same level of acceptance.

The key question, then, is: How can we ensure today’s competitiveness without endangering the future or sustainability itself?

### IMPACT ENTREPRENEURSHIP

**Faculty:** Jan Brinckman

The aim of the Impact Entrepreneurship subject is to train executives to be able to create and lead business initiatives which have a holistic economic, social and environmental impact. This focus corresponds to the idea that entrepreneurship should not only seek profitability but also aim to overcome key social challenges.