

# 2026 Sustainability Week Curricular Activities

## Full Time MBA

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### SESSION 3 – BUSINESS AND HUMAN RIGHTS IN THE GLOBAL CONTEXT

**Faculty: Rita Mota & Valentina De Marchi**

Building on the debate about corporate purpose, this session bridges the organizational and systemic levels, by focusing on human rights as a central domain of corporate social responsibility. We examine how firms may be implicated in rights violations through their operations, investments, and global supply chains, and discuss emerging frameworks such as the UN Guiding Principles on Business and Human Rights. We also discuss the difficulties inherent in managing ethical dilemmas in this context, such as situations in which human rights concerns clash with environmental sustainability.

In this session, we will welcome a guest speaker: Maja de Vibe (SVP New Business and Ownership, Statkraft, and Associate Fellow, Saïd Business School).

### MARKETING PLANNING AND IMPLEMENTATION

**Faculty: Marco Bertini**

During the Marketing Planning and Implementation session, we will cover the Pearson 2.0 case study . It is about the business of education, the pursuit of understanding what “learning” means, and ensuring that companies in this sector put their money where their mouth is. While the case can be linked to quality Education, because it seeks to have a real impact on learning, produce measurable and relevant outcomes, and make education not just accessible but of demonstrable quality, it also addresses broader challenges in the education sector, including business strategy, innovation, and how companies demonstrate value to their stakeholders.