

Human Beings & the Power of Collectivities

UGRA_004854

Departments	Department of Society, Politics and Sustainability
Teaching Languages	English
ECTS	2
Teacher responsible	Prat Pubill Queralt - queralt.prat@esade.edu

Course Goals

1. To be able to understand experientially and move between two ways of cognitive access to reality: the Absolute Dimension and the Relative Dimension.
2. To understand how to develop this cognitive access in yourself and others
3. Detect your automatic comprehension mechanisms
4. Evaluate and manage your cognitive abilities for innovation

Previous knowledge

This course is experimentally based, it will require continuous experimentation.

Prerequisites

A willingness to experiment.

Description

Course contribution to program

Mastering the utilization of cognitive abilities to drive innovation is paramount for aspiring managers and leaders. Equally important is the ability to understand and cultivate one's own cognitive capabilities while also fostering these abilities within team members. By comprehending their cognitive strengths, individuals gain insights into their persuasive potential. Persuasion is a vital attribute of exceptional managers and leaders, enabling them to mobilize teams towards meaningful futures.

Short description

This course is experiential. Innovation driven entrepreneurs and managers traditionally focus on organizing for the creation of ideas, products and services and developing certain entrepreneurial knowledge, abilities and attitudes to take those to the market. We often forget that entrepreneurs and managers need to be able to mobilize a diverse group of people with different pieces of knowledge and experiences.

It is the entrepreneur's talent in cohering and motivating a collectivity that propels the group to accomplish this creative feat. Often, this ability to cohere and motivate teams is left to chance.

Specifically, in this course, we investigate how our cognitive capacities can be used to foster innovation. We also focus on how to develop good communication so as to create cohesive and motivated collectives for creativity to flourish.

Thus, in technoscientific contexts, the role of managers is transformed from one of authority to one of a motivator. In this complex and ever-changing world with accelerated interactions of science and

technology, the manager needs to excel at creating trustworthy and serving relationships among the collective members so innovation can flourish. By investigating our cognitive capacities we establish the cornerstone of our ability to motivate collectives towards creating and developing trustworthy relationships and thus our ability to foster innovation. This means that we need to re-imagine the role of managers and the processes and systems for organizing.

In an unpredictable future where the relevance of knowledge and skills remains uncertain, it becomes crucial to cultivate the meta-capacity of engaging others' specialized knowledge. Understanding how our cognitive abilities work, and thus also those of others, becomes the key to achieving this. It is through this understanding that we unlock the power of collaboration, as nothing substantial can be achieved collectively without harnessing the cooperative potential.

Bibliography

Mandatory (Excerpts from)

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Corbí, M. (2016). *How to approach wisdom traditions writings?* 1–7.

Guardans, T. (2012). *How to pay attention*. 1–2.

Prat-i-Pubill, Q. (2021). *IDS-ICS*.

Kofman, F. (2007). *Metamanagement. The new business conscience*. Granica.

Lanfranchi, G. (1977). *Self-guidance. (English) La formation de soi par soi*. La Table Ronde.

Complementary suggested (Excerpts from)

Corbí, M. (2016). *Principles of an Epistemology of Values*. Springer International Publishing AG Switzerland.

Laloux, F., & Appert, E. (2016). *Reinventing organizations: an illustrated invitation to join the conversation on next-stage organizations*. Nelson Parker.

Prat-i-Pubill, Q. (2021). *Summary orientation for pages 1 to 18 of Principles of an Epistemology of Values - Corbí 2016*.

Prat-i-Pubill, Q. (2021). *List of Experiments*.

Content

#	Topic
1	Course Structure There are six sessions planned. This course is experiential. Session 1. The problem: teams, communication and innovation
2	Session 2. Observation and Mental Models
3	Session 3. Exploring the Absolute Dimension
4	Session 4. Deepening and strengthening Human quality
5	Session 5. Working with our Relative Dimension in an effective way
6	Session 6. Wrap-up. Human quality going forward.

Assessment

Tool	Assessment tool	Category	Weight %
Final individual project		Ordinary round	60.00%
Other	Multiple Choice Questions Exam	Ordinary round	40.00%

Tool	Assessment tool	Category	Weight %
Other	Multiple Choice Questions Exam	Retake	100.00%

PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA20 Year 1 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA23 Year 1 (Optative)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBE20 Year 1 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI23 Year 1 (Optative)

GBL24-Double Degree in Business Administration and Global Governance, Economics and Legal Order (Undergraduates: Business)

GBL24 Year 1 (Optative)