

Sustainability, Business and Values

UGRA_015153

Departments	Department of Society, Politics and Sustainability
Teaching Languages	English
ECTS	5
Teacher responsible	Lozano Winterhalder Francisco - francesc.lozano@esade.edu

Course Goals

COURSE LEARNING OBJECTIVES

- To understand the roots of the worldwide environmental crisis and its consequences.
- To be aware of the solutions in front of it.
- To clarify that acting at all level (companies, public sector, private life) is necessary as responsibility and opportunity at the same time.
- To know the worst problem we are facing nowadays al over the world: Climate Change (What is this? Reasons, actions facing the problem?).
- To realize of the necessity of changing our linear economic system to a circular one closing the loop.
- To see a big panorama of the sustainability including worldwide factors, social and ethical aspects.

Previous knowledge

None.

Prerequisites

None.

Bibliography

. The bibliography and references will be presented at each session. (Reference Entry)

Activities

Teamwork

- Elaboration and presentation of works by students, analyzing sustainability critically into a company or any issue related to this matter.

Other

- Lectures illustrated with an important amount of audiovisual support material and examples.

Group presentations

- Games

Prototype design

- Workshop.

Content

#	Topic
1	1. SUSTAINABILITY AS RESPONSIBILITY AND OPPORTUNITY 1.1. Is there an environmental crisis? 1.2. Environmental risk - BP case discussions - Nature is our mother but also our killer - Japan's earthquake and tsunami - Nuclear accident and consequences - Natural risk and consequences 1.3. Why do we have a crisis? 1.4. The ecological footprint - Biodiversity and planet balance - Why is there important biodiversity? Health, food, biotechnology - Ecosystems and business 1.5. Are there any solutions for our environmental crisis? - The role of technology - The case Ford
2	2. SAVING ENERGY 2.1. What kind of energy do we need? - Renewable and not renewable sources of energy - Discussion in groups and short presentation - Worldwide cases - The case of China - Strategies in front energy challenges - The concept of negawatts - Global Energy Trends report 2.2. Climate Change - Six Degrees, a National Geographic Report - Climate vs. weather - The Greenhouse Effect - Reasons of our global warming and Climate Change - Consequences - Actions.
3	3. REDUCING IMPACTS 3.1. Environmental Management Systems and certifications (EMAs, ISO 14001, LEED...) 3.2. Cases, short presentation and discussion 3.3. Impacts into the air, water, soils - The strategy of three r (Reducing, reusing, recycling). From a linear economic system to a circular one, closing the loop (The zero waste strategy-imitating nature). Workshop: transforming our economy.
4	4. CONSIDERING VALUES AND WORLDWIDE FACTORS 4.1. The Story of Stuff - Discussion in groups and sharing results. 4.2. Creating Shared Value (M. Porter) - M. Porter in New York (short video) - SV at Nestlé. 4.3. Values - Good practices in sustainability - Responsible consumption - Deep roots of our environmental crisis - From a biological evolution to an ethical one - Towards a holistically sustainable development.
5	Final Work Presentations

Assessment

Tool	Assessment tool	Category	Weight %
Attendance and punctuality	Attendance (Minimum 80%)	Retake and ordinary round	30.00%
Group project	Home/class in groups for presenting and/or delivering	Retake and ordinary round	40.00%
Other	Final Work Presentation in groups	Retake and ordinary round	30.00%

PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 3 (Optative)
BBA20 Year 4 (Optative)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBE20 Year 4 (Optative)
BBE20 Year 3 (Optative)

BITLASI22-Bachelor in Transformational Leadership and Social Impact (Undergraduates: Business)
BITLASI22 Year 4 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
DBAI21 Year 3 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)
GBD20 Year 4 (Optative)
GBD20 Year 5 (Optative)

N90-BI Norwegian Business School (Summer School: Business)
N90 Year 1 (Optative)