

Sustainability, Business and Values

UGRA_015153

Departments	Department of Society, Politics and Sustainability
Teaching Languages	English
ECTS	5
Teacher responsible	Francisco Lozano Winterhalder - 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 problems we are facing nowadays all over the world: Biodiversiy, Climate Change (What is this? -Consequences - Reasons - Actions facing the problem). The future of energy.
- To realize of the necessit 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.

Teaching methodology

- Master classes with abundant audiovisual material
- Workshop
- Presentations
- Readings, summaries and exams
- Virtual Reality experiences
- Online experiences
- Projects
- Final work presentations

Bibliography

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

Activities

Other
(Please, see methodology)

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 - 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? - 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 - 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 IMPACT 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: ethical considerations.
5	Final Work Presentations

Assessment

Tool	Assessment tool	Category	Weight %
Attendance and punctuality	Attendance (Minimum 80%)	Retake and ordinary round	20.00%
Group project	Home/class in groups for presenting and/or delivering	Retake and ordinary round	20.00%
Group project	Final Work Presentation in groups	Retake and ordinary round	20.00%
Individual or team exercises	Quetinnaires and exams	Retake and ordinary round	0.40%

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)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 3 (Optative)
BBA23 Year 4 (Optative)

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

DBAI21 Year 3 (Optative)
DBAI21 Year 4 (Optative)

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

DBAI23 Year 3 (Optative)
DBAI23 Year 4 (Optative)

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

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