

## Sustainability, Business and Values

UGRA\_015153

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

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### 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: Biodiversity, Climate Change (What is this? -Consequences - Reasons - Actions facing the problem). The future of energy.
- 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.
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Prerequisites	None.
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Teaching methodology	<ul style="list-style-type: none"><li>- Master classes with abundant audiovisual material</li><li>- Workshop</li><li>- Presentations</li><li>- Readings, summaries and exams</li><li>- Virtual Reality experiences</li><li>- Online experiences</li><li>- Projects</li><li>- Final work presentations</li></ul>
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## 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)