

(Challenge): Innovation and Sustainability

UGRA_016399

Departments	Department of Society, Politics and Sustainability
Teaching Languages	English, Spanish, Catalan
ECTS	3
Teacher responsible	Guillermo Casasnovas Cavestany - guillermo.casasnovas@esade.edu

Course Goals

The goals of the course are:

- To equip the students with systems thinking, critical thinking, and normative thinking competencies that will be very important in their careers.
- To make the students aware of some of the main social and environmental challenges faced by our society.
- To provide them with tools and resources that will help them address complex challenges with a systems mapping approach.
- To foster teamwork and reflection.

Teaching methodology

The course will be challenge-based, meaning that the students will choose a social or environmental challenge and they will apply different tools and frameworks to analyze it and address it.

The sessions will combine guest lectures, explanation of frameworks and methodologies, student presentations, computer simulations, and in-class work.

Description

Course contribution to program

The course will provide the students with important skills (systems thinking, critical thinking, normative thinking) that complement more technical skills that they learn in other courses in the program. It will also confront them with contexts and challenges outside of the business world (but which still influence and are influenced by businesses) that may not be present in other courses. Finally, students will put into practice their team working skills and their capacity to reflect on societal challenges and their own role in society.

Short description

The course will be based on the students choosing a social or environmental challenge and applying systems thinking and systems mapping methodologies to analyze it in depth.

Program Learning Objectives

BBA25-Bachelor of Business Administration (BBA)

- Global Mindset and Perspective
 - Recognise the challenges posed by a complex global environment in the management of companies and other organisations.
- Responsible Leadership
 - Incorporate social justice criteria and the Sustainable Development Goals (SDGs) established by the United Nations in decision-making, including a gender perspective based on the principle of equality and non-discrimination on the grounds of gender
- Creativity & Innovation
 - Apply creative techniques to generate ideas to address customer needs and business problems or opportunities.
 - Apply innovation tools in the search for solutions to the problems of companies and organisations.
- Teamwork
 - Contribute through their behaviour to a positive team dynamic and the achievement of objectives.

Activities

Written and/or oral exams

Fieldwork

Teamwork

Group presentations

Research work and projects

Content

#	Topic
1	Social and environmental challenges
2	Research methods
3	Systems thinking tools

Assessment

Tool	Assessment tool	Category	Weight %
Group project	Group Project	Ordinary round	35.00%
Attendance and punctuality	Attendance, feedback and participation	Ordinary round	15.00%
Written and/or oral	Exam	Ordinary round	20.00%

Tool	Assessment tool	Category	Weight %
exams			
Learning journal	Personal reflection	Ordinary round	10.00%
Group project	Project progress	Ordinary round	20.00%
Written and/or oral exams	Retake exam	Retake	100.00%

PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
 BBA20 Year 1 (Mandatory)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
 BBA25 Year 1 (Mandatory)

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

DBAI23 Year 1 (Mandatory)

DBAI25-Double Degree in Business Administration and Business and Artificial Intelligence (Undergraduates: Business)

DBAI25 Year 1 (Mandatory)

GBD25-Double Degree in Business Administration and Law (Undergraduates: Law)
 GBD25 Year 1 (Mandatory)

GBL25-Double Degree in Business Administration and Global Governance, Economics and Legal Order (Undergraduates: Business)

GBL25 Year 1 (Mandatory)