



TEACHING GUIDE - 2026-2027

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

see a big panorama of sustainability including worldwide factors, social and ethical aspects.
All related with current events.

- Lectures by the teacher. These are illustratted by an important amount of

audiovisual support material

- Exams

- Workshop

- Home- and classworks in groups

- Virtual Reality experience

- Readings and summaries

- Presentations and works

Bibliography

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

Activities

Other

(Please, see teaching methodology)

Content

#	Topic
1	1 – Sustainability as Responsibility and Opportunity
2	2 – Saving Energy (Climate Change)
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	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/classworks in groups for presenting and/or	Retake and ordinary round	20.00%

Tool	Assessment tool	Category	Weight %
	delivering		
Group project	Final Work Presentation in groups	Retake and ordinary round	20.00%
Written and/or oral exams	Exams	Retake and ordinary round	40.00%

PROGRAMS

AI26-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
AI26 Year 1 (Optative)

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)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA25 Year 1 (Optative)
BBA25 Year 3 (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 4 (Optative)
GBD20 Year 5 (Optative)

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