TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Sustainable Business
Subject code	E000008097
Mainprogram	Bachelor's Degree in Business Administration and Management
Involved programs	Grado en Administración y Dirección de Empresas y Máster Universitario en Ingeniería Industrial [Sixth year] Grado en Administración y Dirección de Empresas y Máster Univ. en Ingeniería de Telecomunicación [Sixth year] Grado en Administración y Dirección de Empresas (E-2) [Fourth year] Grado en Administración y Dirección de Empresas con Mención en Internacional (E-4) [Fourth year] Grado en Administración y Dirección de Empresas (E-2) - Bilingüe en inglés [Fourth year]
Credits	6,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Gestión Empresarial
Coordinator	Amparo Merino de Diego
Schedule	Consultar a tal efecto los horarios de los diferentes grupos y titulaciones en los que se imparte.
Office hours	Solicitar cita previa por email
Course overview	The general objective of the course is that students: 1) become aware of the challenges posed by our dominant economic paradigm on social justice and planetary sustainability; 2) broaden their view on the different visions of the business institution and its role in this challenging context; and 3) experiment with business notions, business models, and management approaches / tools which are more aligned with social justice and the pursuit of the 'good life' within planetary boundaries. In this course, we will examine alternative perspectives of the company that are emerging linked to the ethical consideration of the processes and the expectation of placing social justice and environmental sustainability at the center of the economic system. From a challenge-based approach to learning, and motivated by social transformation and the transition to sustainability, students will work to develop innovative solutions in the realm of social enterprise and business models for sustainability.

Teacher Information	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject

Contribution to the professional profile of the degree

The globalization of our prevailing model of production and consumption generates significant ecological and social impacts. Sustainability has become a social paradigm that business cannot ignore, given that the enterprise is a central institution in our economic and social life. Consumer, citizens, NGOs, and policy makers demand from business capacities for social innovation and business models that are coherent with the principals of environmental sustainability and social justice.

However, inertia and resistance to change, the complexities involved in the (un)sustainability challenges, as well as deeply rooted beliefs about the notion of business and economy, make difficult that systemic changes may occur. Therefore, it is essential for business managers (whatever their specialty) to devote a space for reflection about such challenges and dilemmas, but also for action, putting into practice a variety of frameworks and tools to deal with sustainability from the business realm.

In sumthe course provides students with the necessary skills: 1) to critically examine the notion and role of business concerning the eco-social challenges and its contribution to the common good; 2) to understand and to put into practice sustainability management tools that enable students to develop responses to those challenges; and 3) to build socially transformative business models.

Prerequisites

There are no formal prerequisites, but the contents of the subject have links to other subjects of the degree that it is advisable to have attended. Specifically, the contents of this course relate directly to those of "Foundations of Business Administration" and, especially, to those of "Business Ethics and Corporate Social Responsibility" regarding the meaning of the company and the study of its role in the emerging paradigm shift.

On the other hand, the realization of new approaches and orientations in business management more aligned with the idea of sustainability implies connections, in addition to the mentioned subjects, with the subjects such as "Business Strategy", "International Business" and "People

Management".

Finally, given that sustainability is characterized by its transdisciplinarity, this course is related to the subjects that address the macroeconomic context in which the company is born and operates.

Competencies - Objectives

Competences

GENERALES

CG04	Capacidad de gestionar información proveniente de fuentes diversas
CG11	Capacidad crítica y autocrítica
CG12	Compromiso ético
CG17	Capacidad de elaboración y transmisión de ideas, proyectos, informes, soluciones y problemas

ESPECÍFICAS

CEOPT01		Comprender la influencia que el paradigma de la sostenibilidad global puede ejercer en el papel que las empresas desempeñan en la sociedad y en la forma en la que son administradas
	RA1	Familiarizarse con las transiciones a la sostenibilidad como un área de conocimiento que está emergiendo en respuesta a los desafíos ambientales, sociales y económicos asociados al paradigma socioeconómico dominante
	RA2	Entender las consecuencias y desafíos clave del cambio de paradigma para el concepto de empresa y la gestión empresarial
	RA3	Ser capaz de valorar experiencias empresariales desde el paradigma de la sostenibilidad global y de generar propuestas propias

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

MODULE 1: SEEING (SYMPTOMS)

- Introduction to business and sustainability
- The eco-social crisis: ecodependences and interdependences

SECTION 2: JUDGING (BELIEFS)

- Historical and economic roots of the eco-social crisis
- Emerging debates
- The role of business

SECTION 3: BEHAVING (BUSINESS ARENA)

- Business and sustainability: tools and frameworks for sustainable management
- Business "not" as usual: social innovation, social enterprise, business models for sustainability

SECTION 4: LEADERSHIP FOR SUSTAINABILITY

- Broadening our mindsets from our inner being

TEACHING METHODOLOGY

General methodological aspects of the subject
The methodology of the course is inspired by the pedagogical approach of action research, whose bases are fully coherent with the objectives of the subject. Such approach places the emphasis on collective learning; integration of reflection and action; in proactivity and permanent questioning; and in other forms of human knowledge beyond the rational.

In-class Methodology: Activities	
Participative lectures. The teacher introduces theoretical frameworks and tools linked to the objective of the subject. Using different pedagogical resources, the lecturer acts as a facilitator, in interaction with the students, so that the main arguments and lines of thought associated to each theme emerge.	CG11, CEOPT01
Collective work based on real problems. Guided work sessions for the identification of problems and the construction of answers within the discipline of Business Organization.	CG04, CG12, CG17, CG11, CEOPT01
Individual reflection. Oriented to training the questioning of own ideas and assumptions, to broaden the understanding of the diversity of views and arguments about the contents of the subject. It Includes activities such as preparation of arguments and participation in debates on controversial issues, presentation of topics for discussion in the classroom or free writing exercises.	CG12, CG11, CEOPT01
Collective reflection. Aimed at fostering the creation of learning communities, small groups of students investigate, analyze and discuss together topics and cases relevant to the discipline of Business Organization and the sustainability challenge, identifying problems and building innovative solutions.	CG12, CG17, CG11, CEOPT01

Non-Presential Methodology: Activities	
Individual research and study. Examination of the materials proposed by the teacher and other documents resulting from research work, in order to understand and reflect on the challenges posed in the subject.	CG04, CEOPT01
Learning diary. Registration of the students' activity in the subject, with reflections on their learning process, the problems and questions they have raised, reflections and emotions about what they learn, and the learning challenges that open up.	CG11, CEOPT01
Project on business models for sustainability. Work on identifying a socially relevant problem and on proposing business models based on sustainability, social justice and good life.	CG11, CG12, CG17, CG04, CEOPT01

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS		
Lecciones de carácter expositivo	Exposición pública de temas o trabajos	Seminarios y talleres

15.00	15.00	30.00
NON-PRESENTIAL HOURS		
Sesiones tutoriales	Estudio individual y/o en grupo y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos
10.00	40.00	40.00
		ECTS CREDITS: 6,0 (150,00 hours)

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
Global project: business model for sustainability	• Demonstrates ability to identify problems • Shows critical and reflective thinking • Thoroughly investigates the problem as a basis for proposing solutions • Applies adequately suggested methodologies in class to develop the business model • Proposes innovative and well- founded solutions • Maintains an attitude of curiosity and keeps evolving its business model • Communicates effectively and argue the convenience and viability of the business model	50
Learning diary	• Understands and relates essential ideas and processes of the subject • Integrates the diversity of internalized learning • Shows critical and reflective thinking • Communicates accurately and adequately in writing	20
Research and presentation of issues for debating in the classroom	• Contextualizes the contents and links them with other ideas and perspectives • Uses arguments based on appropriate theoretical and analytical frameworks • Performs a critical review of the texts under analysis • Shows critical and reflective thinking	15
	• Communicates verbally with fluency and clarity • States opinions in a reasoned and synthetic	

Active participation in the classroom	way • Shows openness to criticism and review of own ideas • Shows interest and curiosity about the issues dealt with, beyond the evaluation	15

Ratings

EVALUATION IN ORDINARY CALL

To pass the course, students must pass each and every one of the evaluation activities outlined in this syllabus. The exercises that are not delivered in the exact conditions of place, date and time scheduled for each exercise, and communicated at the beginning of the semester in the schedule of the subject matter, will not be taken into account for grading purposes.

Group work may be subject to co-evaluation by the members of each team, according to a model proposed by the professor, available on Moodlerooms.

EVALUATION IN EXTRAORDINARY CALL

Students who have not reached a minimum mark of "5" in all the evaluation activities outlined in this syllabus will have to re-sit in the extraordinary call. In this case, they must take a theoretical-practical examination together with fulfilling a plan of exercises established by the teacher according to the nature of the failed activity/and the competences they are seeking to develop.

STUDENTS WITH WAIVER OF ATTENDANCE

Students with a waiver of attendance will only need to take a global exam to pass the course and a research exercise on a business model for sustainability. Their final grade will be based on the grade of these two activities.

RULES TO OBSERVE IN THE EVALUATION OF ACTIVITIES

To ensure productive classroom sessions, the teaching team highly values active listening and participation from students. Students are expected to remain engaged with the class discussions and tasks related to the subject matter. For this purpose, the use of electronic devices when not planned will be negatively considered. Plagiarism is strictly prohibited and subject to penalties as per the University's General Regulations, article 168.2.e. In this regard, plagiarism includes:

• The corresponding bibliographic references of the used text are not cited (regardless of the consulted source of information, citations must always be provided).
• There are no citations or bibliographic references that demonstrate the authors relied upon by the student in the development of their work.
• The differences between the original information consulted and the student's own elaboration cannot be appreciated.
• Some words from the original information are changed, but the information itself has not been rewritten.

Similarly, the misuse of generative artificial intelligence tools is considered a serious offence, with detailed guidelines available on the meaning of "misuse" in a separate document on Moodle.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Cavagnaro, E.; Curiel, G. (2012): *The three levels of sustainability*. Sheffield: Greenleaf Publishing.

Erhenfeld, J.R.; Hoffman, A.J. (2013): *Flourishing. A frank conversation about sustainability.* Sheffield: Greenlieaf Publishing.

Kothari, A., Salleh, A., Escobar, A., Demaria, F., Acosta, A. (Eds.). (2019). *Pluriverse: A post-development dictionary,* Nueva Delhi:Tulika Books and Authorsupfront.

Randers, J., RockstrÖm, J., Stoknes, P. E., Golüke, U., Collste, D., Cornell, S. (2018). *Transformation is feasible: How to achieve the sustainable development goals within planetary boundaries. A Report to the Club of Rome*. Stockholm Resilience Centre.

Weybrecht, G. (2014): *The sustainable MBA. A business guide to sustainability*, 2nd edition, Chichester: Wiley.

Complementary Bibliography

Waddock, S.; McIntosh, M. (2011): *See change. Making the transition to a sustainable enterprise economy,* Sheffield: Greenleaf Publishing.

Riechmann, J.; González, L.; Herrero, Y.; Madorran, C. (2012). Qué hacemos frente a la crisis ecológica, Madrid: Akal.

Naredo, J. M. (2006): *Raíces económicas del deterioro ecológico y social. Más allá de los dogmas,* Madrid: Siglo XXI.

Jackson, T. (2011): *Prosperidad sin crecimiento*. Economía para un planeta finito. Barcelona: Icaria-Intermón Oxfam.

Riechman, J. (2006). *Biomímesis. Ensayos sobre imitación de la naturaleza, ecosocialismo y autocontención*, Madrid: Los Libros de la Catarata.

McIntosh, M. (ed.) (2013): *The necessary transition. The journey towards the sustainable enterprise economy*, Sheffield: Greenleaf Publishing.

Crane, A.; Matten, D. (2010). Business ethics, 3ª ed, Nueva York: Oxford University Press.

Felber, C. (2012). *La economía del bien común*, Barcelona: Deusto.

Documental "Decrecimiento: del mito de la abundancia a la simplicidad voluntaria"