
Course Syllabus-Culture and Sustainability for Companies in Europe

Professors: Lela Melon; Miquel López ; Enric Cabré.

Professor's Contact and Office Hours: lela.melon@esci.upf.edu; miquel.lopez@prof.esci.upf.edu; enric.cabre@prof.esci.upf.edu. Appointment upon email request.

Course contact hours: 22.50 hours.

Recommended Credit: 3 ECTS.

Class schedule: 9:00am - 11:15am; 11:45am - 2:00pm.

Weeks: 1 week.

Course dates: 22 July 2024 – 26 July 2024.

Course Prerequisites: Not applicable.

Language Requirements: B2 in the European framework (equivalent in Cambridge certificate).

Course Description:

The course is based on the intersections between business culture and sustainable practices in the European context.

From the perspective of sustainability, strategic business frameworks are analysed to assess the environmental impact of business activities, highlighting the emerging paradigm of circular economy and economic development. Through case studies, key tools for sustainable product development will be analysed, covering aspects such as the circular economy, green consumption, eco-design and eco-label communication.

In the field of business in Europe, cultural differences between European countries will be studied, exploring the particularities of the regions of the North, the Mediterranean and the new Eastern Europe. Decision-making, communication strategies and team management will be analysed in each area, providing a comprehensive understanding of how business culture varies in the dynamic European landscape.

Learning Objectives:

1. Analytical capacity for sustainable innovation and the detection of opportunities in the business environment.
2. Developing skills to become agents of change, transforming organizations towards sustainability.
3. Implementation of sustainable strategies for the European business context.

Course Workload:

The course workload will consist of engaging master classes that encourage active student participation, which might involve the reading of case studies, and articles to foster a comprehensive understanding of the subject matter.

Methods of Instruction:

The course will adopt the modality of master classes with an active approach to learning, promoting the active participation of students.

During the sessions, the deepening of theoretical concepts will be integrated with the review of current news and the analysis of case studies and articles to understand the practical applicability of the concepts in the contemporary context.

Method of Assessment:

The final grade will be determined by the weighted average of class participation and an online questionnaire on the concepts acquired in the subject.

1. Class Participation: 80%
2. Questionnaire: 20%

Absence Policy:

Attending class is mandatory and will be monitored daily by professors. The impact of absences on the final grade is as follows:

Absences	Penalization
Up to one (1) absence	No penalization
Two (2) absences	1 point subtracted from final grade (on a 10 point scale).
Three (3) absences	The student receives an INCOMPLETE for the course

The BISS attendance policy does not distinguish between justified or unjustified absences. The student is deemed responsible to manage his/her absences.

Emergency situations (hospitalization, family emergency, etc.) will be analyzed on a case-by-case basis by the Academic Director of the UPF Summer School.

Classroom Norms:

- No food or drink is permitted.
- There will be a ten-minute break during the class.
- Students must come to class fully prepared.

Course Contents:

TOPIC 1: Corporate sustainability in Europe

What does it mean to be sustainable? Definition of the essential fundamentals of sustainability and their application to the company; and the development of case studies will illustrate examples of successful sustainable practices in Europe.

TOPIC 2: The Circular Economy and Business Solutions

Discovery of the circular economy paradigm, highlighting specific solutions for corporate strategy. Through case studies, they contextualise how European companies are implementing circular strategies to minimise waste and maximise efficiency.

TOPIC 3: Corporate Culture in the Regions of Europe (I)

Study of the characteristics of business in Mediterranean and Anglo-Germanic countries. Development of analytical tools to implement successful business and communication strategies.

TOPIC 4: Corporate Culture in the Regions of Europe (II)

Study of the characteristics of business in the countries of Scandinavia and Eastern Europe. Development of analytical tools to implement successful business and communication strategies.

TOPIC 5: Monetary Valuation of Environmental Impact and Sustainable Accounting

How can European companies monetarily assess their environmental impact? Introduction to sustainable accounting as a financial tool to drive practices for long-term sustainable business success.

Recommended bibliography:

Goleman, D. (2010). *Ecological intelligence: The hidden impacts of what we buy*. New York: Broadway Books.

Guay, T.R. (2014). *The Business Environment of Europe: Firms, Governments, and Institutions*. Cambridge: Cambridge University Press, 2014.

Johnson, D., and Turner, C. (2016). *European Business*. New York: Routledge.