

ACADEMIC YEAR: 2025/2026	SUSTAINABLE AND REGENERATIVE BUSINESS MODELS					
	SUBJECT CODE: 17744		SEMESTER: ANNUAL	TYPE: ELECTIVE		
CREDITS	5 ECTS					
STUDENT WORKLOAD	Contact Hours	Personal and/or Teamwork		Evaluation		
	50	72		3		
TEACHING LANGUAGE	English					
CO/PREREQUISITE	None					
SPECIALISM	ALL					
MODE OF DELIVERY	In-person					
FACULTY	TBC					
COURSE DESCRIPTION	<p>This course is designed to explore in depth the challenges and advanced opportunities in the field of sustainability and regeneration, addressing innovative strategies and regenerative practices - business model, marketing, or financial - that can transform the impact of companies on the environment and society.</p> <p>Ecodesign and circular innovation: Students will analyze how companies can develop products and services that not only minimize environmental impact but also actively contribute to the regeneration of ecosystems. Success stories will be studied, and students will work on practical projects to foster creativity and innovation in this area.</p> <p>Circular economy partnerships: Students will learn to form and manage strategic alliances with other companies and organizations to promote circular business models. Examples of successful collaborations will be discussed, and best practices for establishing and maintaining these partnerships will be explored.</p> <p>Ecodesign and Packaging for Circularity: This section will cover ecodesign techniques and strategies for developing packaging that facilitates reuse, recycling, and waste reduction. Students will work on practical projects to design sustainable packaging solutions.</p> <p>Sustainable Digital Transformation in Fashion: This section will focus on how the fashion industry can adopt digital technologies to improve sustainability. Examples of companies that have implemented digital solutions to reduce their environmental impact will be discussed, and the opportunities and challenges of digital transformation in this sector will be explored.</p> <p>Impact for Sustainable Change: Students will learn to measure, manage, and invest in sustainable impact. The following areas will be discussed:</p> <ul style="list-style-type: none"> Impact Measurement: Techniques and tools for assessing the environmental and social impact of business activities. Methodologies such as life cycle analysis and social impact assessment will be explored. Impact Management: Strategies for integrating sustainability into business management and for continuously improving environmental and social performance. Examples of companies that have implemented impact management systems will be discussed. Impact Investing: Financial instruments and investment strategies that aim to generate a positive social and environmental impact, in addition to a financial return, will be presented. Students will learn to evaluate impact investment opportunities and to design sustainable financing strategies. Case Studies: Detailed analyses of real-world cases of companies that have implemented advanced sustainable and regenerative practices will be conducted, allowing students to see how these strategies can be applied in different sectors and contexts. 					
LEARNING OUTCOMES	KNOWLEDGE	RAK1	Identify the latest management theories and their applicability to a global business environment, taking into account culture, technology, and the environmental setting.			
	SKILLS	RAS1	Develop critical, analytical, systemic and forward-looking skills to effectively address complex business problems.			

		RAS3	Create innovative solutions that integrate sustainability principles into business strategies, assessing environmental impacts and reducing the ecological footprint.
		RAS7	Incorporate cutting-edge technological solutions in their relevant areas of practice, taking into account relevant ethical considerations.
		RAS8	Build relationships with different stakeholders to foster long-term collaboration and maximize the positive impact of organizational outcomes.
COMPETENCES	RAC2	RAC2	Lead sustainable organizational change through new technologies, with a creative and strategic approach.
	RAC6	RAC6	Promote responsible practices that foster regenerative growth and an ethical culture to generate a lasting positive impact.
	RAC7	RAC7	Lead sustainable transformation through new technologies and sustainable business models, demonstrating a long-term commitment to environmental and social responsibility.
SDGS ADDRESSED	<input checked="" type="checkbox"/> SDG 1 – No Poverty <input checked="" type="checkbox"/> SDG 2 – Zero Hunger <input type="checkbox"/> SDG 3 – Good Health and Well Being <input checked="" type="checkbox"/> SDG 4 – Quality education <input type="checkbox"/> SDG 5 – Gender equality <input type="checkbox"/> SDG 6 – Clean water and sanitation <input type="checkbox"/> SDG 7 – Affordable and clean energy <input checked="" type="checkbox"/> SDG 8 – Decent work and economic growth <input checked="" type="checkbox"/> SDG 9 – Industry, Innovation, Technology and Infrastructure	<input type="checkbox"/> SDG 10 – Reduced inequality <input type="checkbox"/> SDG 11 – Sustainable cities and communities <input checked="" type="checkbox"/> SDG 12 – Responsible consumption and production <input checked="" type="checkbox"/> SDG 13 – Climate action <input type="checkbox"/> SDG 14 – Life below water <input type="checkbox"/> SDG 15 – Life on land <input checked="" type="checkbox"/> SDG 16 – Peace, justice and strong institutions <input checked="" type="checkbox"/> SDG 17 – Partnerships for the goals	

TEACHING METHODS	<input checked="" type="checkbox"/> AF01-Lectures <input type="checkbox"/> AF02-Videos or videoconferences <input type="checkbox"/> AF03-Discussion groups or forums <input type="checkbox"/> AF04-Multimedia production <input checked="" type="checkbox"/> AF05-Reading texts and preparing reports. <input type="checkbox"/> AF06-Analysis of data or processes <input type="checkbox"/> AF07-Search for bibliographic information <input type="checkbox"/> AF08-External visits <input type="checkbox"/> AF09-Internships at centers or companies <input checked="" type="checkbox"/> AF10-Applied activities or exercises <input type="checkbox"/> AF11-Elaboration of glossaries or wikis <input type="checkbox"/> AF12-Roleplay and simulations <input type="checkbox"/> AF13-Workshops or seminars	<input type="checkbox"/> AF14-Practical or laboratory activities <input checked="" type="checkbox"/> AF15- Personal study of contents <input type="checkbox"/> AF16- Development and synthesis <input type="checkbox"/> AF17- Intervention, research or interviews <input checked="" type="checkbox"/> AF18- Practical analysis of cases <input type="checkbox"/> AF19- Online interactive activities <input checked="" type="checkbox"/> AF20- Oral presentations <input checked="" type="checkbox"/> AF21- Exams or tests <input type="checkbox"/> AF22- Correction of exercises and follow-up <input type="checkbox"/> AF23- Portfolios or reflective diaries <input type="checkbox"/> AF24-Tutorials <input type="checkbox"/> AF25-Others
STUDENT ASSESSMENT	SE01 - Class Participation SE02 - Continuous monitoring of work SE04 - Written Examination SE05 - Projects & activities	(20% min - 40% max) (0% min - 20% max) (10% min - 60% max) (10% min - 40% max)
GRADING SYSTEM	Please refer to the Academic Regulations for the grading system used in the Programme and further details and for information concerning absences, participation in class, plagiarism, etc.	

17744 SUBJECT RUBRIC

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RUBRICS FOR THIS COURSE DEPEND ON THE CAREER-ORIENTED TRACK SELECTED AND WILL BE DELIVERED AT THE BEGINNING OF THE CLASS.