




*Students Guide*  
**INTRODUCTION TO SUSTAINABILITY**

**DEGREE IN SUSTAINABILITY MANAGEMENT (DSM)**  
**Academic Year**  
**2024/2025**



<b>Campus:</b>	ESIC University
<b>Subject Code</b>	AC000236
<b>Coordinator</b>	Ana M. Gómez Olmedo
<b>Professor(s):</b>	Ana M. Gómez Olmedo
<b>Course:</b>	1 <sup>st</sup> Year
<b>Semester:</b>	1 <sup>st</sup> Semester
<b>Type:</b>	OBLIGATORY
<b>Language:</b>	English
<b>ECTS Credits:</b>	3
<b>Weekly Teaching Hours:</b>	2
<b>Department:</b>	Business

## Índice

<b>1. Professors,s contact data:</b> .....	<b>2</b>
1.1 Functional Diversity / Special Educational Needs (SEN)..	¡Error! Marcador no definido.
<b>2. Subject Description and Contents:</b> .....	<b>3</b>
<b>3. Objectives and Learning Outcomes:</b> .....	<b>3</b>
<b>4. Skills:</b> .....	<b>3</b>
<b>5. Teaching Activities:</b> .....	<b>4</b>
5.1 Teaching Methodologies.....	¡Error! Marcador no definido.
<b>6. Assessment System:</b> .....	<b>5</b>
6.1 Written tests: .....	<b>7</b>
6.2 Compulsory Assignments:.....	<b>8</b>
6.3 Active Participation:.....	<b>8</b>
6.4 Final Exam .....	<b>8</b>
<b>7. Course programme</b> .....	¡Error! Marcador no definido.
7.1 Analytic program.....	¡Error! Marcador no definido.
7.2 Developed program.....	¡Error! Marcador no definido.
<b>8. Course planner (for guidance purposes)</b> .....	¡Error! Marcador no definido.
<b>9. Recommended bibliography</b> .....	¡Error! Marcador no definido.
9.1 Basic course readings .....	¡Error! Marcador no definido.
9.2 Complementary readings: .....	<b>10</b>
9.3 BiblioWeb: .....	<b>11</b>

## 1. Professors´ contact data

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**Students who wish to arrange a TUTORIAL with a professor should contact him/her via email. The professor will suggest a time and date for the TUTORIAL as soon as possible. If either party is unable to attend the tutorial, they should contact the other person via email giving sufficient notice**

### **1.1 Functional Diversity / Special Needs of Educational Support (SNES)**

Students with functional diversity and/or special needs of educational support can make requests for any needs and/or adaptations by contacting the Diversity Office:  
[diversidad@esic.university](mailto:diversidad@esic.university)

The Diversity Office will coordinate with all the areas/departments of ESIC on the Campus involved to carry out the actions necessary to provide solutions for the specific needs presented.

## 2. Subject Description and Contents

This subject brings the student closer to the concept of Sustainability in order to understand its evolution, scope and complexity. To do this, the student reads the most significant texts that allows and understanding of the different existing approaches to Sustainability, the possibilities of their coexistence and the various conflicts it generates. Possible alternatives are studied and debated, according to new trends, analyzing the current reality.

The course deals with a systematic approach to the interrelation between Sustainability and the company, as an introduction to the different topics that will be addressed in the following subjects that make up the Degree in Sustainability Management.

## 3. Objectives and Learning Outcomes

Students will acquire fundamental knowledge about Sustainability to:

- Understand the complexity of the sustainability concept.
- Know how to interpret the different approaches to the concept that exist.
- Understand the challenges to be addressed from Sustainability.
- Learn how companies are responding to these challenges.

## 4. Skills

**CG3.** Capacity for autonomous and group work, with coordination, responsibility and initiative in global and international environments.

**CE1.** Know the scope of the concept of Sustainability in its different meanings.

**CE2.** Identify the current and future challenges that humanity faces at an economic, social and environmental level, from a global perspective that concerns the entire planet.

**CE3.** Design and develop business initiatives that represent a viable response in the long term to respond to such challenges.

**CE5.** Know the legal, regulatory and ethical framework that should guide the responsible behaviour of companies.

**CE11.** Analyze the contrast between the objectives set and the results obtained in order to develop a constant self-diagnosis of the business project in its internal and external perspectives.

**CE12.** Apply effective communication with the different actors involved in a business project.

**CE13.** Development of critical thinking in a global society, which identifies the ethical dilemmas of business activity and is persevering in the search for the common good.

## 5. Teaching Activities

- **Exposition and development** of the theoretical contents, by the teacher.
- **Exercises and class dynamics** oriented to the application of the explained concepts.
- **Resolution of problems** and/or cases, proposed in class.
- **Carrying out work** supervised by the teacher individually or in groups (cases, research papers, etc.)
- **Analysis of texts** and content material related to the subject. (audiovisual, objects, web, etc.)
- **Guided debates** oriented to reflexive criticism.
- **Individual or group tutorial meetings** for the teaching orientation of the students.
- **Activities outside the classroom** of interest to the subject (attendance at conferences, seminars, etc.)

### 5.1 Teaching Methodologies

- Theory classes
- Practical classes
- Tutorials

## 6. Assessment System

The system of evaluation used is CONTINUOUS ASSESSMENT (CA), in which class attendance is compulsory.

In order to qualify for assessment, a minimum level of attendance of 80% of classes is required. Any students who do not reach this percentage will have the assessment of the percentage corresponding to the final exam grade, in both, the 1<sup>st</sup> and 2<sup>nd</sup> assessment sittings.

### System of Evaluation according to degree memory specifications:

- Active Participation: 10%
- Mandatory Assignments: 40%
- Classroom-based theoretical and practical tests. 50%

### ESIC Systems of Assessment based on internal Specifications:

- Written tests: 60%
- Active Participation 10%
- Mandatory Assignments 30%

Assessment System based on the Programme Specification	ESIC Equivalence Assessment System	Percentage Weighting	Assessment Activity	Type	
Classroom-based theoretical and practical tests.	60%	60%	60%	Written Test	Theory and practice (Minimum of 5 to pass)
Problems and case studies assessment	40%	10%	10%	Active Participation	Individual Work and participation in class
		30%	30%	Compulsory work	Group work (Minimum of 5 to pass)
Classroom-based theoretical and practical tests.	60%	60%	60%	FINAL EXAM	Written test for those who doesn't pass the continuous evaluation

- Students who meet the attendance requirement and are eligible for continuous assessment:
  - When a minimum grade of 5 is not achieved, both in the written test and in the compulsory work, this will imply a final grade of 4 in the subject in those cases where the average would have given a value greater than 5.
  - The student who does not pass the compulsory work, must do a new work in the 2nd call.

Students with an attendance record of below 80% who are not entitled to continuous assessment will be assessed based on their percentage corresponding to their mark in the Final Examination, in both the 1st and 2<sup>nd</sup> assessment sittings. Nevertheless, these students are still expected to present a satisfactory ( $\geq 5.0/10$ ) compulsory assignment prior to their final exam.

<b>SUMMARY CHART. ITEMS ASSESSED BY ASSESSMENT SESSION BASED ON ATTENDANCE</b>			
<b>Attendance</b>	<b>Continuos Assessment</b>	<b>1st Assessment</b>	<b>2nd Assessment</b>
<b><math>\geq 80\%</math></b>	Written test 1	Final Exam	Final Exam
	Compulsory work	Compulsory work	Compulsory work
	Active Participation	Active Participation	Active Participation
<b><math>&lt; 80\%</math></b>	<ul style="list-style-type: none"> <li>• Percentage of the Final Exam, taking into consideration the restrictions laid down in the Course Guide.</li> </ul>		

- Repeating subsequent year students, without the possibility of attending classes, duly justified and authorized by the Degree Coordinator, will also be assessed via “Continuous Assessment”:

**Final Examination:** the written examination will be held in two official assessment sessions (1st or 2nd sitting), without the right to take partial examinations.

**Compulsory Assignments:** these must be completed, with the possibility of the professor assigning the groups at a tutorial arranged for this purpose. A date and time will be set to present this work.

**Active Participation:** Since it is impossible to carry out assessment in the classroom, this method will not be used.

- Items to consider:
  - The score obtained in the subject by students in the continuous assessment during the year WILL NOT be carried over to the following year (if they do not pass the subject).
  - All the intermediate tests taken during the course will be corrected in class, making it possible to resolve any doubts and provide appropriate clarification.
  - In reference to the Final Examination, both the 1st and 2nd assessment sittings, on the day the marks are given out, the date and time for officially reviewing the exam will be given.

As stipulated in the Academic Guide of ESIC University: “Attendance constitutes a compulsory prerequisite within the framework of the Continuous Evaluation system”. For a subject to be considered successfully completed, it is imperative to meet a minimum attendance requirement of at least 50%. Failure to meet this criterion makes it impossible to successfully pass the subject.

- Students of second or subsequent enrolments, without the possibility of attending class, will be assessed in the following way:

- Final Exam: the written exam will be taken on the official dates (1st or 2nd call), without the right to take partial exams.
- Compulsory work: This must be done, considering that it may be individual or group work, with the teacher being able to assign the groups in a tutorial session called for this purpose. A date and time will be set for the presentation.
- Active participation: Given the impossibility of assessing in the classroom, students will not be assessed for this concept.
- For this reason, the evaluation system for DEX students will be as follows: Written tests 70% Compulsory work 30%.

### **6.1 Written tests:**

The tests to be taken during the course will have the following forma:

- Tests will be taken in one of the subject class hours.
- The tests will consist of a theoretical part and a practical part.

Each test will be scored out of 10 points and students must demonstrate their command of the subject in each part to be examined.

The scores for these tests will consider aspects such as spelling and appropriate university written style. The professor will decide the correction criteria.

All the intermediate tests taken during the course will be corrected in class, making it possible to resolve any doubts and provide appropriate clarification. Therefore, an individual review will not take place.



## **6.2 Compulsory Assignments**

Students are required to prepare and submit the assignment in Canvas, as well as to present it in class. This compulsory work will reflect the learning obtained in the subject. Requirements will be published in Canvas.

The work must be original. When extracts from external sources are used, the reference must be cited. Indiscriminate use of external sources is not permitted. Any plagiarism will lead to fail the entire subject, in both the 1st and 2nd sitting.

## **6.3 Active Participation**

Throughout the course, an assessment will be made of the active participation of students in the subject, both in relation to their attitude in class (participation) and in class debates, as well as their active participation in practical activities or exercises to be done either in or out of class.

## **6.4 Final Exam**

The continuous assessment will be applied to both first and second examination session. The official final exams will be weighted at 60% of the overall score.

- Exams will only be taken on the official dates set by the school.
- Students will be able to review the final exam on the official date which is set for this purpose, and which will be announced together with the final grades.
- The examination will be graded out of 10 and students must demonstrate that they have a good command of the subject and have acquired basic knowledge.

## 7. Course programme

### 7.1 Analytic program

**Unit 1.** The concept of Sustainability

**Unit 2.** Historical evolution of Sustainability

**Unit 3.** Approximations (TBL) and taxonomies (weak vs. strong)

**Unit 4.** Trends: transition towards a new socio-economic paradigm

**Unit 5.** Sustainability in the company: challenges and opportunities

### 7.2 Developed program

**Unit 1.** The concept of Sustainability

- Definitions
- Leaders in sustainability

**Unit 2.** Historical evolution of Sustainability

- Origins
- Historical evolution: 20th and 21st centuries

**Unit 3.** Approximations (TBL) and taxonomies (weak vs. strong)

- Strong sustainability vs. Weak Sustainability
- The Triple Bottom Line. Dimensions

**Unit 4.** Trends: transition towards a new socio-economic paradigm

- New economic models: conscious capitalism
- The 2030 Agenda and the Sustainable Development Goals

**Unit 5.** Sustainability in the company: challenges and opportunities

- Motivations of the company to integrate Sustainability
- Stakeholders
- Gear levers
- Best practices

## 8. Course planner (for guidance purposes)

WEEK	DESCRIPTION
1	Presentation
2	Unit 1. The concept of Sustainability
3	Unit 2. Historical evolution of Sustainability
4	Unit 2. Historical evolution of Sustainability
5	Unit 2. Historical evolution of Sustainability
6	Unit 3. Approximations (TBL) and taxonomies (weak vs. strong)
7	Unit 3. Approximations (TBL) and taxonomies (weak vs. strong)
8	Unit 3. Approximations (TBL) and taxonomies (weak vs. strong)
9	Unit 4. Trends: transition towards a new socio-economic paradigm
10	Unit 4. Trends: transition towards a new socio-economic paradigm
11	Unit 4. Trends: transition towards a new socio-economic paradigm
12	Unit 5. Sustainability in the company: challenges and opportunities
13	Unit 5. Sustainability in the company: challenges and opportunities
14	Unit 5. Sustainability in the company: challenges and opportunities
15	Final presentations

\*This schedule is merely indicative and is conditioned to the different academic activities that may be scheduled throughout the semester, as well as other eventualities.

## 9. Recommended course reading.

### 9.1 Basic course readings

BRUNDTLAND, G.H. (1987). Our common future. UN-DOCUMENTS. Retrieved from: <http://www.un-documents.net/wced-ocf.htm>

MONFORT, A. (2021). Corporate Social Responsibility. Madrid (España). ESIC Editorial. ISBN: 9788418944031

### 9.2 Bibliografía complementaria

BENAVIDES DELGADO, J. y FERNÁNDEZ MATEO, J. (2020). Los límites de la Sostenibilidad. EUNSA. Pamplona (España)

CARADONNA, J.L. (2017). Sostenibilidad: una historia. Editorial Tirant Humanidades. Valencia (España)

COMISIÓN EUROPEA. A European Green Deal. Striving to be the first climate-neutral continent. Retrieved from: <https://ec.europa.eu>

COMISIÓN EUROPEA. (2020) Modificar nuestras pautas de producción y consumo: El nuevo Plan de Acción para la economía circular muestra el camino hacia una economía competitiva y climáticamente neutra de consumidores empoderados. Retrieved from: <https://ec.europa.eu>

DE SOUZA BARBOSA, A., DA SILVA, M. C. B. C., DA SILVA, L. B., MORIOKA, S. N., & DE SOUZA, V. F. (2023). Integration of Environmental, Social, and Governance (ESG) criteria:

their impacts on corporate sustainability performance. *Humanities and Social Sciences Communications*, 10(1), 1-18.

FORÉTICA (2021). La era del stewardship: incrementando la presión en la custodia ESG. Retrieved from: [https://foretica.org/wp-content/uploads/informe\\_era\\_stewardship\\_incrementando\\_esg\\_cluster\\_transparencia\\_foretica.pdf](https://foretica.org/wp-content/uploads/informe_era_stewardship_incrementando_esg_cluster_transparencia_foretica.pdf)

MINISTERIO PARA LA TRANSICIÓN ECOLÓGICA Y EL RETO DEMOGRÁFICO. Estrategia Española de Economía Circular y Planes de Acción. Retrieved from: <https://www.miteco.gob.es/es/calidad-y-evaluacion-ambiental/temas/economia-circular/estrategia/>

SAAVEDRA ROBLEDO, I. (2010). Introducción a la Sostenibilidad. Netbiblo. La Coruña (España). ISBN-10: 8497455096. ISBN-13: 978-8497455091

ROBÈRT, K-H (2012). Manual de Sostenibilidad. Instituto de Tecnología de Blekinge (Suecia) CreateSpace Independent Publishing Platform. ISBN-10: 1492311928. ISBN-13: 978-1492311928

RUIZ, S. (2021). Liderazgo sostenible: hacia un nuevo modelo de empresa y gobernanza. Retrieved from: <https://www.harvard-deusto.com/liderazgo-sostenible-hacia-un-nuevo-modelo-de-empresa-y-gobernanza>

VILCHES PEÑA, A. Y GIL PÉREZ, D. (2016). La transición a la Sostenibilidad como objetivo urgente para la superación de la crisis sistémica actual. *Revista Eureka sobre Enseñanza y Divulgación de las Ciencias* 13 (2), pp. 395 407

WBCSD. “Vision 2050: Time to Transform”. Retrieved from: <https://www.wbcd.org/Overview/About-us/Vision-2050-Time-to-Transform>

ZARTA AVILA, P. (2018). La sustentabilidad o sostenibilidad: un concepto poderoso para la humanidad. *Tabula rasa*, (28), 409-423.

### 9.3 **BiblioWeb**

Bibliographic resources [www.esic.edu/campus](http://www.esic.edu/campus)