

Course title: The Collectivity Revolution. Building a Global Community

Language of instruction: English

Professor: Blanca Fullana.

Professor's contact and office hours: on demand

Course contact hours: 45

Recommended credit: 6 ECTS credits

Course prerequisites: There are no pre-requisites for the course. The holistic approach of the topics conveyed in this course, is suitable for students in any range of studies from Economics, to Political Sciences to Humanities studies; specifically Business Management, Economics, Corporate Communications, Sociology, Philosophy, Psychology and/or Data Science Engineering.

Language requirements: Recommended level in the European Framework B2 (or equivalent : Cambridge Certificate if the teaching language is English, DELE or 3 semesters in the case of Spanish)

Course focus and approach: The course in all, will underpin examples of COLLECTIVE initiatives and organizational and philosophical trends occurring in the context of an ultra-highly CONNECTED global society, that can no longer solve the challenges of the 21ST Century, by singled-out efforts, or based solely on "individual" strengths and values. The course features an overview of efficient techniques, methods and languages and also ethics value propositions and guidance of selected cases in a variety of fields such as corporate culture responsibility brands and businesses, innovation science, culture and the Arts, — global movements activisms and present-future social and civil societies governance, in 1 general. "The Collectivity Revolution", in the eye of Innovation and Knowledge Transfer for a Better Quality Life and World, is an account on the main topic challenges of a new paradigm context. Overall, the course highlights on the technological, scientific and social developments and its affectations in the global management of businesses, organizations and other societal communities; emphasizing the challenges, inequalities and also the opportunities of our current world. The title of the course responds to a play-on-words between the terms Collective and Connection and the Revolutionary outcomes of its merging forces.

Course description: Says author Yuval Harari, that the capacity to organize ourselves collectively through a "fiction" or abstract concept agreement –such as money- is the singled-out most distinctive characteristic of humans beings vs other species. However, the question today, is: What is in the value propositions of our exchanges? And how can they help us build better, more efficient and quality societies? Rapidly shifting paradigms are proposing new ideas and tools on how to face the now inevitable purpose of maintaining our sustainability mid-long term; not just in business organizations, but more importantly, in society and as human beings.

In the scope of global challenges, solutions are forced to expressively respond to collective operational schemes and thus obliging us to reflect and rethink and reshape the future of our values, expectations and overall our living standards and those of the generations to come.

Learning objectives: To achieve a global understanding of the new context paradigms of society, economies and other relevant organizations.

To be able to reflect argumentatively upon the current global challenges and the collective responsibilities at stake

To anticipate visions of organizing future society and foresee current opportunities and constraints at stake.

Teaching methodology: The course is divided into lectures, discussions, and class seminars online according to PANDEMIC Restrictions at the time of start. Students should be prepared to read and review mandatory articles and other bibliographic material and prepare for group presentations over topics and class exercises proposed. Students will be asked to turn in a final assessment individual paper at the end of the course.

Assessment criteria:

Class Participation: 15 %

Seminars Reviews and Team Presentations: 15%

Final Paper: 70 %

BaPIS absence policy

Attending class is mandatory and will be monitored daily by professors. Missing classes will impact on the student's final grade as follows:

Absences	Penalization
Up to two (2) absences	No penalization
Three (3) absences	1 point subtracted from final grade (on a 10-point scale)
Four (4) absences	2 points subtracted from final grade (on a 10-point scale)
Five (5) absences or more	The student receives an INCOMPLETE ("NO PRESENTADO") for the course

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

Only absences for medical reasons will be considered justified absences. The student is deemed responsible to provide the necessary documentation. Other emergency situations will be analyzed on a case by case basis by the Academic Director of the BaPIS.

The Instructor, the Academic Director and the Study Abroad Office should be informed by email without any delay.

Classroom norms:

- No food or drink is permitted in class.
- Students will have a ten-minute break after one one- hour session.

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Summary of class topics:

Courses topics are within the following 5 areas of Thought and Reflection. See weekly program for specifics on the course's programming.

1/The Need of Collective Responses to Overwhelming Challenges of the present and near future (Climate Change, Overpopulation, Food Production and Resource and Energy Supply)

2/New Organization Paradigms. Proximity values and solutions. Case studies of Industry Rescues in Europe - Industrial and Commercial Collaborative Organizations. Community re-organization and competitiveness. Movements such as Eco-feminism.

3/Emotional and Rational Connectivity Challenges of the Future. Case studies of the use of Digital Technology in Human Health and Scientific Advances and Developments. The implications in the Human condition. The emotional consequences of robotic interactions and relationships.

4/Business Accountability in the 21st C. Beyond CSR: Corporate Culture Responsibility. New Stakeholders demands. Social Activism. Citizenship. The sense and sensibilities of the industry models of the future. The change of paradigms in industry sectors such as Fashion, Food and Mobility, examples of those dealing with the most prominent transformation challenges.

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5/Ethics in a Post-human era

A reflection upon the "Philosophies and Religions" of the future.

Weekly schedule:

WEEK 1 INTRODUCTION AND OVERVIEW

Week 1: Lesson 1 Course description

Syllabus, assessment and bibliographic recommendations Introduction to the course requirements and method of assessment.

Week 1: Seminar 1

Reading materials 1: Yuval Harari/selected abstract and video. Students review and formulate questions on their own.

WEEK 2: NEW CONTEXT PARADIGMS

Week 2: Lesson 2 Context New Paradigms:

Visions on Globalization, Sustainability and Technology facts, development and consequences into the present-future.

Week 2: Lesson 2 cont. and Seminar prep

Reading material: Choice over: Zysek, Slavoj: Pandemia, Greta Thunberg:No one is too small to make a difference, Randall, Lisa: Knocking on Heaven's Door

Briefing team exercise due week 5./ Topic Presentations/In favor or against. Review and practice ref. A. Shopenhauer's Art of Argumentation.

WEEK 3: SOCIAL CULTURAL MODELS and VISIONS

Week 3: Lesson 3

Group tutorial: The Value Proposition dilemma for Organizations, Businesses and even Nations! 4
Identity vs Image. Quality vs. Quantity. Life Standards and Models. Open class discussions.

Week 3: Seminar 2.

Class Activity based on Christakis, N. Blueprint/selected abstract review and group dynamics activity: starting a society from 0, shipwrecked, isolated community: what is universal of societal and community organizations?

WEEK 4: BUSINESSES RESPONSIBILITY OUTBREAK

Week 4: Lesson 4.

Corporate Responsibility principles and the concept of Brand Equity. Corporate Culture Responsibility beyond CSR

What is value? Class discussion on the return over expectations.

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Week 4: Lesson 4 cont. and class discussion

Group Seminar reviewing at least 5 top global brands and their responsibility issues and propositions. Use of case study advertising and communications programs and campaigns. The I LOVE NY Logo representations of the 20thC.. what's next?

Reading material and FILM: Klein, N. No Logo /selected abstract. The Doctrine Shock

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WEEK 5: A RECOUNT ON SELECTED RELEVANT MOVEMENTS CASE STUDIES

Week 5. Lesson 5 and Seminar 3.

STANDING UP TO VALUES and OPINIONS. Organizing Thoughts and Argumentation Skills. Consciousness speech, language and techniques. Artistotel's heritage, among others.

Evaluated Group presentations/ team exercise introduced by professor on week 2.

WEEKS 6 & 7: A RECOUNT ON SELECTED RELEVANT MOVEMENTS and CASE STUDIES

Weeks 6 & 7. Lessons 6 and 7.

The world of BANKSY. The value and property of Art. Social hypocritical issues and dilemmas. Collaborative Activism. New ways of Organizing Business activities

FILM: Everything's Coming Together while everything is falling apart / by Oliver Ressler

The ZAPATISTA Movement and other indigenous claims and cultural relationships to nature

-One world, one land, one human kind

Racial Equality and Identity Rights movements such as Black Lives Matter. Feminism and other vindications. The BEYONCÉ/JAY Z and the MUSÉE du LOUVRE case study review and debate

And at least 5 more, selected by students and professor among a day-1 list of options according to students profile and interests.

Briefing final assignment exercise due week 10./

Week 7. Day2/ FIELDTRIP (if possible) /Relevant Art or Installation Exhibition in Barcelona

WEEKS 8 & 9: THE COLLECTIVE MIND SHIFT

Weeks 8 & 9. Lessons 8 and 9.

Sociology basics. Tajfel and Max Weber principles and dynamics.

Philosophical essentials: The individual vs the collective. Collective Conscious and Visions Reading material: Arendt, H. Personal and Collective Responsibility Conferences / Sloterdijk, Peter. Infinite Mobilization.

Liquid Society -causes and consequences. The Inequality dilemma

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Reading material 6: Bauman, Z. Liquid Society/Touraine, A. A new context Paradigm. /selected abstracts

Limited resources and limited individual capabilities Ecology and Circular Economy

Reading material: Latouche, S. Degrowth Manifesto -The 8 Rs

WEEK 10: TECHNOLOGY and SCIENTIFIC OUTCOMES

Week 10. Lesson 10.

The Technology Mind-shift -part I

Technologies, devices and digital programming in the 21st C Blockchain

Reading material: Graham, T. The Uber of Everything/selected abstract

The Scientific Mind-shift -part II Scientific development, health visions Artificial Intelligence and 3D Printing Post-human?

Reading material: Beigbeder, F. Endless Life /a novel (optional)

Week 10. Seminar 10.

Class final discussion and QUIZ GAME : non-evaluable General Summary and Conclusions of the course. Q+A

Deadline of final assignment -end of week 10-

Last revision: April 2021

Required readings:

During the course, the professor will deliver and present compulsory reading materials, including abstracts of the bibliographic references below, as well as news articles, films, videos and other open online resources and reports.

Recommended bibliography:

Bauman, Zygmunt. Consuming life. Cambridge: Polity Press, 2007. Bauman, Z. Liquid modernity. Cambridge: Polity Press, 2000.

Bauman Z. Liquid times: Living in an age of uncertainty. Cambridge: Polity Press, 2007.

Bruce, Iain. The Porto Alegre Alternative: Direct Democracy in Action (International Institute for Research and Education) . Pluto Press, London, 2014.

Beigbeder, Frédéric. A Life Without End. World Editions, NY/London. 2020.

Biemann, Ursula & others. Along Ecological Lines: Contemporary Art and Climate Crisis, 2019.

Borders, Max. The Social Singularity: How decentralization will allow us to transcend politics, create global prosperity, and avoid the robot apocalypse, Copywritted Material, Austin TX, USA, 2018.

Bryson, Bill. A Short History of Nearly Everything. Random House Audio. 2003. Christakis, Nicholas A., Blueprint. The Evolutionary Origins of Good Society, 2020.

Chomsky, Noam. Optimism over Despair: On Capitalism, Empire, and Social Change, 2017. 6

De Tocqueville, Alexis. Democracy in America. The Univesity Chicago Press, USA, 2002. Friedman, Milton. Capitalism and Freedom. Phoenix Books, 1982.

Gates, Bill. How to Avoid a Climate Disaster: The Solutions We Have and the Breakthroughs We Need. Random House Audio, 2020.

Graham, Ted. The Uber of Everything. How the Freed Market Economy is Disrupting and Delighting. Above all Press, 2017.

Gilder, George. Life After Google: The Fall of Big Data and the Rise of the Blockchain Economy. 2018.

Harari, Yuval. Homo Deus, 2018.

Harari, Yuval. 21 Lessons for the 21st Century, Random House Audio, 2019.

Hofstede, G., HOFSTEDE, G. J., & MINKOV, M. (2010). Cultures and organizations: Software of the mind: Intercultural cooperation and its importance for survival (3rd. ed.). New York: McGraw-Hill.

HUAWEI _ TIAN, TAO & others. Leadership, Culture and Connectivity 2019.

Isaacson, Walter. The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution . Simon & Schuster, 2014.

Kapferer, JN. The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term. Kogan Page, 2008. (4th edition)

Keen, Andrew. Digital Vertigo: How Today's Online Social Revolution Is Dividing, Diminishing, 7 and Disorienting Us. Saint Martin's Press, NY, 2013.

Kellner, D. Zygmunt Bauman's postmodern turn. Theory, Culture and Society,15(1)., 1998. Klein, Naomi. No Logo. Tenth Edition. 2018.

- Klein, Naomi. This changes everything. Capitalism vs. The Climate. 2019. Latouche, Serge. Petit tractat del decreixement serè.
- Levy, Bernard-Henri. The Virus in the Age of Madness. Bernard-Henri Levy (P)2020 Yale Press Audio, 2020.
- Miller, David L. Introduction to Collective Behavior and Collective Action, Third Edition 3rd Edition. Waveland Press, 2014.
- Parker, G./van Alstyne, M/Choudary, Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You. W.W.Norton & Company, NY/ London,
- Piketty, Thomas. Capital in the Twenty First Century. By the President and Fellows of Harvard College, USA, 2014.
- Plumwood, Val. Feminism and the Mastery of Nature.
- Rousseau, Jean-Jacques. The Social Contract, Penguin Philosophy Books, 1968.
- Rousseau, Jean-Jacques. A Discourse on Inequality. Penguin Classics, 1985 Schopenhauer, Arthur. Essay on the Freedom of the Will. Dover Philosophical Classics. 2005.
- Schopenhauer, Arthur. The Art of Being Right: The Perfect Guide to Spotting Bullshit, Avoiding Cheap Tricks and Winning .Public Domain, Chirag Patel, 2019.
- Sloterdijk, Peter. Infinite Mobilization. Towards a Critique of Political Kinetics. Polity Press, Cambridge, UK, 2020.
- Subcomandante Marcos. Our Word is Our Weapon: Selected Writings. Seven Stories Press, 2001. 7
- Thunberg, Greta. No One is Too Small to Make a Difference. Penguin Books, 2019. Touraine, Alain. After the crisis. Polity Press, Cambridge, UK, 2014.
- Touraine, Alain. The post-industrial society. Tomorrow's social history, classes, conflicts and culture in the programmed society. Random House, UK, 1971.
- Vaidhyanathan, Siva. Antisocial Media: How Facebook Disconnects Us and Undermines Democracy. Oxford University Press, 2018.
- Wheelen, Thomas L. & others. Strategic Management and Business Policy: Globalization, Innovation and Sustainability (14th edition), 2014.
- Zizek, Slavoj. Pandemic Covid-19 Shakes the World, Amazon, 2020.

