

Course title: The Collectivity Revolution

Language of instruction: English

Professor: Professor's name. BLANCA FULLANA

Professor's contact and office hours: On demand

Course contact hours: INDEPENDENT STUDY

Recommended credit: 6 ECTS credits

Course prerequisites: 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: English language fluency

Course focus and approach:

The course in all, will underpin examples of COLLECTIVE initiatives and organizational trends occurring in the context of an ultra-highly CONNECTED global society, that can no longer solve the challenges of the 21ST Century through 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 sectors businesses, culture responsibility brands, innovation science, culture and the Arts, global movements activism, including reflections upon present-future social and civil societies governance, in 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 agents and communities; emphasizing on the challenges, inequalities but also on the opportunities of our current world, sitting in the context of critical Globalization, Technology, Sustainability issues. The title of the course responds to a play-on-words between the terms Collective and Connectivity, bringing light to 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 to better build 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 obligating 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. (PANDEMIC Restrictions will be followed according to the University's and Program's protocols and will be advised accordingly when necessary). 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: 10 %

Seminars Reviews and Team Presentations: 20%

Final Paper: 70 %

Absence policy

After the add/drop, all registrations are considered final and BaPIS Absence Policy begins to apply. For the academic year 2011-2012, such policy is as follows:

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

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

The PEHE/BAPIS 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...) will be analyzed on a case by case basis by the Academic Director of the BaPIS.

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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Syllabus -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. Social Movements.

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, example case studies in dealing with the most prominent transformation challenges.

5/Ethics in a Post-human era
A reflection upon the “Philosophies and Religions” of the future.

Weekly schedule (please note weekly schedule may vary according to the conditions and current events relevant updates occurring previous and during the course):

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
Introduction to the COLLECTIVITY concept and definitions
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 6./ Topic Presentations Approval.

WEEK 3: SOCIAL CULTURAL MODELS and VISIONS

Week 3: Lesson 3
Group tutorial: The Value Proposition dilemma for Organizations, Businesses and even Nations!
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: COLLECTIVE RESPONSE TO GLOBAL NEW CHALLENGES

Week 4: Lesson 4

Our Worlds' Old and New Global Challenges and why Collective response is on demand: Analysis of problem-solution challenges and opportunities in the face of world topics such as: Hunger and Poverty, Health access, Immigration, Racism, Gender Equality, Nature's Rights and Humanness.

Week 4: Class open live workshop

Shared qualities and strategies defining Collective organization and management.

WEEK 5: BUSINESSES RESPONSIBILITY OUTBREAK

Week 5: Lesson 5.

Corporate Responsibility principles and the concept of Brand Equity.

Corporate Culture Responsibility beyond CSR

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

Week 5: Lesson 5 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.

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

WEEK 6: A RECOUNT ON SELECTED RELEVANT MOVEMENTS CASE STUDIES

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

WEEKS 7: A RECOUNT ON SELECTED RELEVANT MOVEMENTS and CASE STUDIES
STANDING UP TO VALUES and OPINIONS. Organizing Thoughts and Argumentation
Skills. Consciousness speech, language and techniques.

Weeks 7. Lessons 7.

At least 6 case study reviews will be presented, selected between students and professor during course's starting 2 weeks according to students profile, propositions and interests.

The world of BANKSY. Global Social issues and dilemmas. Art and Culture as communications activism.

Collaborative Activism. New ways of Organizing Business activities

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

Business Transformations in the scope of global challenges / examples of top brands influence over mind-shifting values across society (gender equality, women empowerment, new ways of living, eating, travelling, etc.)

Racial Equality and Identity Rights current movements such as Black Lives Matter, #metoo, Eco-Feminism, LGTBi and other relevant social vindications, etc.

Week 7. Day2/ FIELDTRIP (if possible) / TBD Relevant Site, Event or Exhibition in Barcelona

WEEKS 8 & 9: THE COLLECTIVE MIND SHIFT

Weeks 8 & 9. Lessons 8 and 9.

Briefing final assignment exercise due end of course./

Sociology basics. Focus on Collective vs Individual responsibility. The Privilege Race principle. Examples of Taffel and Max Weber dynamics. New forms of Governance. 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

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

WEEKS 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

(Last revision: May, 2022)

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, 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.

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

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.

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

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

Klein, Naomi. *No Logo*. Tenth Edition. 2018.

Klein, Naomi. *This changes everything. Capitalism vs. The Climate*. 2019.

Latouche, Serge. *Petit traité de la décroissance sereine*. 2007.

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.

Pikkety, 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*.

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.

Thunberg, Greta. *No One is Too Small to Make a Difference*. Penguin Books, 2019.

Touraine, Alain. *After the crisis*. Polity Press, Cambridge, UK, 2014.

Vaidhyanathan, Siva. *Antisocial Media: How Facebook Disconnects Us and Undermines Democracy*. Oxford University Press, 2018.

Zizek, Slavoj. *Pandemic Covid-19 Shakes the World*, Amazon, 2020.

During the course various footage will be reviewed including films such as the following:

The Shock Doctrine. The Rise of Disaster Capitalism Dir. Naomi Klein, 2007

The Inside Job -Dir. Charles Ferguson, 2010

Feminists. What were they thinking? Dir. Johanna Demekratas, 2018

The Social Dilemma Dir. Jeff Orlowski, 2020

Don't Look Up Dir. Adam McKay, 2021