

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 prerequisites for this course. The holistic approach to 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 and Audiovisual Communications, Sociology, Environmental and Natural Sciences, Philosophy, Psychology, Data Science Engineering, etc.

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:

This is a course that emphasizes the collective movement challenges in the realm of global societies, sharing the findings and learnings around collective strategies, objectives, processes and tools case studies and practices. The approach is a 360° perspective on the possibilities and opportunities arising from the various stand-points including branded, institutional and social movements, allowing students to adopt collective mind-set reasoning, useful in a diversity of projects.

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 21STCentury 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 project-based processes of selected cases in a variety of fields such as corporate sectors businesses, culture responsibility brands, innovation science, collaborative Arts, NGOs, Foundations, open-source innovation organisms, global movements and activism, including reflections upon present and future social and civil rights societies' governance, in general.

Course description:

“The Collectivity Revolution”, in the eye of the revolution in Innovation and knowledge transfer, is an account on the main topics and challenges of a new context paradigm: the Digital Era.

Overall, the course examines the digital, technological, scientific and social developments and its affectations in the global management of our societies, businesses, organizations and other communities, focusing on the challenges and emphasizing the necessary mind-set changes that are needed to tackle inequalities and global common threats in today's world.

Departing from a critical Globalization, Technology and Sustainability issues context, including a demanding Ethics proposition, and as the title of the course suggests, the Collective and Connectivity concepts fuse in a reflexive and participative course, bringing light into the revolutionary outcomes and possibilities that are already being set forth.

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 in the organization of collective forces
- To comprehend and adopt a list of elements, factors and specific characteristics and tools of collective movements structures

Course workload:

Active class participation, attentive listening and willingness to reflect upon uncertainties and innovation is a must.

The course's workload is intellectually demanding, more than study oriented. Activities and assessment exercises and assignments are designed to be do-able during course's ten week programming.

Teaching methodology:

The course is divided into lectures, discussions, and class seminars, including eventual special speakers and/or interview reviews. Students should also 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 individual assignment -to be briefed in class- due at the end of the course.

Assessment criteria:

- Class Participation: 15 %
- Individual Seminars Reviews and Team Presentations (at least 4) : 30%
- Final Team Assignment 55 %

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 make a distinction between justified and unjustified absences. All absences—whether due to common short-term illnesses or personal reasons—are counted toward the total amount and cannot be excused. Therefore, students are responsible for managing all their absences.

Only in cases of longer absences—such as hospitalization, prolonged illness, traumatic events, or other exceptional situations—will absences be considered for exceptions with appropriate documentation. The Academic Director will review these cases on an individual basis.

Students must inform the Instructor and the International Programs Office promptly via email if serious circumstances arise.

Classroom norms:

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

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

Introduction to the COLLECTIVITY concept and definitions

Reading materials 1: selected abstract and video.

Students review and formulate questions on their own. Ideation of a Collective Class Project

WEEK 2: NEW CONTEXT PARADIGMS

Week 2: Lesson 2

Context New Paradigms:

The Digital Era

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

Week 2: Lesson 2 cont. and Seminar prep

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 Humaness.

Reading material: Choice over different relevant authors and titles on the topics above. Commentary analysis.

Briefing on team exercise due during week 6./ Topic Presentations Approval.

WEEK 3: SOCIAL CULTURAL MODELS and VISION

Week 3: Lesson 3

Distinction between Movements, Non-profit organizations and Business and Institutional Campaigns. Different approaches all aligned to collectively find solutions to yet unknown problems

The Value Proposition dilemma for Organizations, Businesses and even Nations!

Identity vs Image. Quality vs. Quantity. Life Standards and Models. Open class discussions.

What kind of future society do we want to live in?

Week 3: Seminar 2.

Class Activity based on group dynamics activity: starting a society from 0, shipwrecked, isolated community: what is universal of societal and community organizations?

WEEKS 4-5: GLOBAL COLLECTIVE CHALLENGES

Week 4: Lesson & Seminar 4

Sociology basics. Focus on Collective vs Individual responsibility. The Privilege Race principle. Examples of Tajfel and Max Weber dynamics. New forms of Governance. Philosophical essentials: The individual vs the collective. Collective Conscious and Visions

Liquid Society -causes and consequences.

The Inequality dilemma

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

Week 5 Lesson & Seminar 5

Limited resources and limited individual capabilities

Ecology and Circular Economy

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

Seminar: Documentary film review. Various options see bibliography.

WEEK 6: TEAM presentations/ team exercise introduced by professor on week 2.

WEEKS 7-9: A RECOUNT ON SELECTED RELEVANT MOVEMENTS and CASE STUDIES

FEATURING NEW VALUES and PRINCIPLES STANDARDS. Organizing Thoughts and Argumentation Skills. Consciousness speech, language and communications techniques.

Through-out three weeks, students will at least have the chance to review up to 10 different case studies that will be presented according to students profile, propositions and interests. In reference, the selection may include the following:

Sub Comandante Marcos and the Mask metaphor. Activism techniques.

The world of BANKSY. Global Social issues and dilemmas. Activism conceptualization.

Collaborative Business Organizations. New ways of Organizing Business activities

Business and Institutional Campaign approaching global values development / examples of top brands influence over mind-shifting values across society (gender equality, women empowerment, new ways of living, consuming, travelling, etc.)

Equality and Identity Rights review of movements such as #metoo, Eco-Feminism, LGBTi and other relevant social vindications in current times

NGOs. The instinct of global cooperation. The experience and expertise of non-profit organizations and how they organize themselves internally. Prime cases featuring renowned agents in this field.

WEEK 10 : THE COLLECTIVE MIND SHIFT IN BUSINESSES : THE RESPONSIBILITY OUTBREAK

Week 10: Lesson 10.

Corporate Responsibility principles and the concept of Brand Equity. The mission vision values of a brand.

Corporate Culture Responsibility beyond CSR /At least 5 top global brands and their responsibility issues and propositions. Use of case study advertising and communications programs and campaigns.

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

Week 10. Seminar 10. Class final discussion and QUIZ GAME. General Summary and Conclusions of the course. Q+A

Last revision: April 2025.

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 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.

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.

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.

Films:

Everything's Coming Together while everything is falling apart Dir. Oliver Ressler

The Social Dilemma Dir. Jeff Orlowski, 2020

Don't Look Up Dir. Adam McKay, 2021

Documentaries:

The Shock Doctrine, Naomi Klein

The Swedish Theory of Love by Erik Gandini

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