

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: "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 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, open-source innovation, global movements and activism, including reflections upon present-future social and civil rights societies governance, in general.

Course description:

"The Collectivity Revolution", in the eye of Innovation and Knowledge Transfer for a Better Quality Life and World, is an account on the main topics and challenges of a new paradigm context: the Digital Era.

Overall, the course examines the 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 seek to tackle inequalities and global common threats in today's context world.

Departing from a critical Globalization, Technology and Sustainability issues context, and as the title of the course suggests, the concepts Collective and Connectivity fuse in a reflexive and

participative course, bringing light into the Revolutionary outcomes that in combination they are capable and that are already being set forth.

To all respect, the solutions to current and future challenges are forced to expressively respond to collective operational schemes and processes, obligating us to reflect and rethink and reshape our values, expectations and overall our living standards and those of the generations to come. The future of the human race demands a collective and less individualised approach to common problems or else, there is a high-risk there will be no future no attend.

In all, an active and optimistic course featuring collective case studies in a variety of fields so that together -students/teacher- can depict a distinctive and comprehensive way of collective management, tools and processes that breaks the logic of industrialized individual mentalities that have been predominant through-out the previous century and until NOW!

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 underpin a list of elements, factors and specific characteristics of collective governance structures**

Course workload and 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 %

Seminars Reviews and Team Presentations: 25%

Final Individual Assignment 60 %

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.

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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.
- ...

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 Humanness.

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 Tafjel 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: Film: The Swedish Theory of Love by Erik Gandini -on the subversion of the individual myth.

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

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 *Black Lives Matter*, *#metoo*, *Eco-Feminism*, *LGTBi* 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 such as: Greenpeace, RedCross, Proactiva Open Arms, etc.

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 : non-evaluable
General Summary and Conclusions of the course. Q+A

Last revision: August 2023.

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.

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.

Vaidhyathan, 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