



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Social and Eco Entrepreneurship

PROF. MARCO MINCIULLO – PROF. DOROTHEA BOWYER - PROF. VITTORIO CAPITANI

Term	Summer 2026
Area of study	Business
Credits	6 ECTS
Dates	6 . 17 July 2026 (2 weeks)
Method of instruction	In person

Course description

This course deals with the concepts of social and environmental entrepreneurship, which are receiving increasing attention from all over the globe – with no exception in Italy. In this course, the Italian trend of establishing and scaling up entrepreneurial initiatives with social and environmental purposes is presented and analysed through case studies, guest speakers and field visits to selected Italian best practices.

Course contents

- a. Setting the boundaries of social and eco entrepreneurship
- b. The main social and environmental issues of our time
- c. Opportunity recognition for entrepreneurial activities in the social and environmental sectors
- d. Analysis of successful social and eco entrepreneurship business models
- e. Strategies for scaling up the impact
- f. Sustainable entrepreneurship

The learning goals of the course are:

- To become familiar with the notion of social and eco entrepreneurship
- To develop a deep sensitivity and knowledge towards the most critical social and environmental issues which affect Italy and Europe
- To acquire an entrepreneurial mind-set to develop a business idea inspired by social and environmental values.



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Method of teaching

- Lectures
- Group activities
- Online simulations
- Field trips

Course requirements

- a. Students are expected to regularly attend class sessions and to actively take part in class debate and case discussions
- b. Students are expected to be prepared on the assigned readings before the lectures;
- c. Students are expected to deliver one group assignment and present it to the class.

At the end of the course students will take a final exam covering contents of the whole program.

Grading

Class participation	20 % of final grade
Group Project (see specific instructions)	50 % of final grade
Final written exam (open and multiple choice questions)	30 % of final grade

Course readings and materials

All the readings and the lecturer's slides will be available on Blackboard.

Site visits

- i. Eco Enterprise (Green goodies)
- ii. Social Enterprise (Fair trade shops)



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Rules of conduct

Attendance: Attendance is mandatory and no absence/s will be excused. Unexcused absences will prevent students from being admitted to the final exam. In case of health issues, students will need to inform both Cattolica International Office (at international.advisor@unicatt.it) and the professor and provide a medical certificate.

Exam Date: The exam date cannot be re-scheduled. Unexcused absences will result in a failing grade. In cases of unforeseeable circumstances such as illness or injury on the day of the exams, the student must submit a medical certificate and communicate his/her absence to the Professor and Cattolica International Office via email prior to the exam. If the student does not justify his/her absence through sufficient documentation and with adequate notice before the final test, the student will receive an automatic Failed.

Instructors Bio

Marco Minciullo, Ph.D., is Associate Professor of Strategy at the Faculty of Economics of the Università Cattolica del Sacro Cuore (Milan), where he teaches "Business Strategy", "Corporate Strategy", "Strategies for Emerging Technologies" and "Green Management & Sustainability". At the same University he received the Ph.D. in Management, and he is currently Research Fellow at ALTIS Graduate School of Sustainable Management, and Scientific Coordinator of the Master in Sustainable Business Administration (MSBA). He has been also Visiting Researcher at the University of California - Irvine (USA), and Lecturer at the Università della Svizzera Italiana (Lugano – Switzerland), while in the past he has spent several research/teaching periods in Sweden, Portugal, India and Mozambique. His research interests primarily focus on integrating sustainability into corporate strategy and corporate governance.

E-mail address: marco.minciullo@unicatt.it

Dorothea Bowyer, Ph.D., is a Senior Lecturer in the Business School at Western Sydney University. She holds a PhD in Management Accounting and is a Certified Practising Accountant (CPA). Her work focuses on circular-economy innovation, gender equity, and higher education. She leads FOGO behaviour research supporting local councils and collaborates internationally across Asia, Latin America, and the Pacific. As a COIL educator, she also advances global, project-based learning for future-ready students.

E-mail address: d.bowyer@westernsydney.edu.au

Vittorio Capitani, PhD is a Lecturer at at ALTIS Graduate School of Sustainable Management - Università Cattolica del Sacro Cuore in Milan, Italy. His main research and teaching activities revolve around circular economy, environmental and social innovation. In 2024, he was visiting scholar at the Center for Technology and Innovation Research at Tampere University in Finland.

E-mail address: vittorio.capitani@unicatt.it



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SCHEDULE

Option 1

Week 1				
Class	Date	Instructor	Module	Topics
1	JUL 6 TH 2.00 PM 6.00 PM	Prof. Minciullo	Introduction to the course	Introduction and overview of the course: aims, organization, assessment
			Overview on Sustainability	Sustainable Development
2	JUL 7 TH 9.00 AM 1.00 PM	Prof. Minciullo	Environmental Entrepreneurship	Introduction to Sustainable Entrepreneurship and Sustainable Business Model Canvas
			Environmental Entrepreneurship	Environmental Entrepreneurship Fieldtrip Green Goodies???
3	JUL 8 TH 9.00 AM 1.00 PM	Prof. Bowyer	Methodology	Research Methods
4	JUL 9 TH 9.00 AM 1.00 PM	Prof. Capitani	Environmental Entrepreneurship	Environmental Entrepreneurship
			Environmental Entrepreneurship	Industry Focus: Sustainable Tourism and Startups
5	JUL 10 TH 9.00 AM 1.00 PM	Prof. Bowyer	Methodology Methodology	Business plan in action
Week 2				
6	JUL 13 TH 2.00 PM 6.00 PM	Prof. Capitani	Social Entrepreneurship	Introduction to Social Entrepreneurship
			Social Entrepreneurship	Challenges and Opportunities for Social enterprises
7	JUL 14 TH 9.00 AM 1.00 PM	Prof. Capitani	Social Entrepreneurship	Strategic approaches to Social Entrepreneurship
			Group project	Workout
8	JUL 15 TH 9.00 AM 1.00 PM	Prof. Minciullo	Sustainable Entrepreneurship	Introduction to Sustainable Entrepreneurship
			Sustainable Entrepreneurship	Scaling Sustainable Entrepreneurship
9	JUL 15 TH 2.00 PM 6.00 PM	Prof. Capitani	Social Entrepreneurship	Fieldtrip Fair trade
10	JUL 16 TH 9.00 AM 1.00 PM	Prof. Minciullo	Sustainable Entrepreneurship	Online simulation
			Group project	Workout



11	JUL 17TH 9.00 AM 1.00 PM	Prof. Minciullo	Group project	Final Presentations
			Exam	Final Exam

Option 2

Week 1				
Class	Date	Instructor	Module	Topics
1	JUL 6TH 2.00 PM 6.00 PM	Prof. Minciullo	Introduction to the course	Introduction and overview of the course: aims, organization, assessment
			Overview on Sustainability	Sustainable Development
2	JUL 7TH 9.00 AM 1.00 PM	Prof. Minciullo	Social Entrepreneurship	Introduction to Social Entrepreneurship
			Social Entrepreneurship	Challenges and Opportunities for Social enterprises
3	JUL 8TH 9.00 AM 1.00 PM	Prof. Bowyer	Methodology	Research Methods
4	JUL 8TH 2.00 PM 6.00 PM	Prof. Capitani	Social Entrepreneurship	Fieldtrip Fair trade
5	JUL 9TH 9.00 AM 1.00 PM	Prof. Capitani	Social Entrepreneurship	Strategic approaches to Social Entrepreneurship
			Group project	Workout
6	JUL 10TH 9.00 AM 1.00 PM	Prof. Bowyer	Methodology Methodology	Business plan in action Circular Entrepreneurship
Week 2				
7	JUL 13TH 2.00 PM 6.00 PM	Prof. Capitani	Environmental Entrepreneurship	Environmental Entrepreneurship
			Environmental Entrepreneurship	Environmental Entrepreneurship
8	JUL 14TH 9.00 AM 1.00 PM	Prof. Capitani	Environmental Entrepreneurship	Environmental Entrepreneurship
			Environmental Entrepreneurship	Industry Focus: Sustainable Tourism and Startups
9	JUL 15TH 9.00 AM 1.00 PM	Prof. Minciullo	Environmental Entrepreneurship	Fieldtrip Green Goodies???
10		Prof. Minciullo	Sustainable Entrepreneurship	Online simulation



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	JUL 16TH 9.00 AM 1.00 PM		Group project	Workout
11	JUL 17TH 9.00 AM 1.00 PM	Prof. Minciullo	Group project Exam	Final Presentations Final Exam