



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Social and Eco Entrepreneurship

PROF. MARCO MINCIULLO – DOTT. VITTORIO CAPITANI

Area of study:	Business
Term	Summer 2025
Credit	6 ECTS
Dates	7 – 18 July (2 weeks)

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

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

Method of teaching

Lectures

Group activities

Online simulations

Field trips

Course requirements

- Students are expected to regularly attend class sessions and to actively take part in class debate and case discussions
- Students are expected to be prepared on the assigned readings before the lectures;
- 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.



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Grading

Class participation + intermediate assignments	30 % of final grade
Group Project (see specific instructions)	30 % of final grade
Final written exam (open and multiple choice questions)	40 % 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 (Eco Hotel - tbc)
- ii. Social Enterprise (Social Market - tbc)

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 UCSC 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 UCSC 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.

Schedule

- **Lesson 1:** Introduction to Ecopreneurship
- **Lesson 2:** Strategic approaches to Sustainability
- **Lesson 3:** Strategic approaches to Sustainability
- **Lesson 4:** Managing environmental enterprises
- **Lesson 5:** Challenges and scaling for environmental enterprises
- **Lesson 6:** Visit to an Eco-enterprise
- **Lesson 7:** Introduction to Social Entrepreneurship
- **Lesson 8:** Scaling social impact
- **Lesson 9:** Visit to a Social Enterprise
- **Lesson 10:** Challenges and Support for Sustainable Entrepreneurship
- **Lesson 11:** Final Written Exam and Presentation of essays



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Bio of instructor

Marco Minciullo obtained his PhD in Management at Università Cattolica del Sacro Cuore in Milan, Italy. He is currently Assistant Professor of Strategy at Università Cattolica, and Research fellow at ALTIS-Graduate School of Business & Society. He teaches Business Strategy, Corporate Strategy, and Green Management & Sustainability at the Università Cattolica del Sacro Cuore, and is Academic Coordinator of the 1-year Certificate "Master in Sustainable Business Administration".

He is also Visiting Researcher at University of California (Irvine), with previous experiences also in Sweden, Portugal, India and Mozambique. His research interests are mainly related to Corporate Governance, Sustainability, CSR, Strategic Philanthropy, and Micro-Insurance.

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Vittorio Capitani is a 3rd year PhD Candidate in Management and Innovation at Università Cattolica del Sacro Cuore in Milan, Italy. He is also a Research Fellow at ALTIS (Graduate Business School of Business and Society) – Università Cattolica del Sacro Cuore. His main research interests revolve around circular economy, environmental and social innovation. He is doing teaching activities in Green Management Sustainability and in Sustainable Tourism. In 2024, he was a visiting scholar at the Center for Technology and Innovation Research (CITER) at Tampere University, in Finland.

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