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Green management & Sustainability

Prof. MARCO MINCIULLO

Overview

Area: Business

Dates: 8 January – 19 January 2024

Course Number: IB / MG 350

Term: Winter School 2023-24

Credits: 6 ECTS

Course description

This course deals with the concepts of Green Management & Sustainability, which are receiving increasing attention from all over the globe. In this course, the trend of establishing and scaling up corporate and entrepreneurial initiatives with sustainable purposes is presented and analyzed through case studies, and field visits to selected Italian best practices. The course is aimed at providing the students with the key information and tools to understand current sustainability global issues and the approaches adopted by firms. Practical and concrete examples of sustainability- related practices as business opportunities will constitute the second part of the course.

Main topics

- Setting the boundaries of Sustainability
- Overview on Sustainability macro-trends
- Sustainable strategies for firms
- Sustainability Management Practices
- Sustainable entrepreneurship

The learning goals of the course are:

- To become familiar with the notion of Sustainability;
- To identify the possible approaches to Sustainability for firms
- To identify the sustainable practices that firms may implement

Prerequisites

None

Method of Teaching

- Lectures
- Group Discussions
- Case studies
- Group Projects
- Fieldtrips

Course Requirements

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



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- Students are expected to deliver individual and group assignments and present it to the class.

Grading

Participation-intermediate assignments	30 % of final grade
Final Group assignment	30 % of final grade
Final exam	40 % of final grade

Course readings and materials

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

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.

Instructor bio

Marco Minciullo obtained his PhD in Management at Università Cattolica del Sacro Cuore in Milan, Italy. He is currently Assistant Professor of Business Strategy at Università Cattolica and Research fellow at ALTIS-Graduate School "Business & Society". He teaches Business Strategy and Corporate Strategy at the Università Cattolica del Sacro Cuore. He is also Visiting Researcher at University of California – Irvine (USA), Blekinge Tekniska Hogskola (Karlskrona - Sweden), Universidade Católica Portuguesa (Lisbon - Portugal), Loyola Institute of Business Administration (Chennai – India), and Universidade Católica do Moçambique (Nampula – Mozambique). His research interests are mainly related to Corporate Governance, Sustainability, CSR and Strategic Philanthropy.

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Schedule

Lecture 1: Introduction to Sustainability

Topics:

- Presentations
- Introduction and overview of the course: aims, organization, assessment
- An overview of Sustainability
- Introduction to Sustainability

Lecture 2: Overview on Sustainability macro-trends

Topics:

- Definitions and Theories
- Evolution of Regulatory Frameworks and Public Debate
- Global warming and Climate change
- Kyoto Protocol vs Paris Agreement

Lecture 3: Sustainable strategies for firms

Topic:

- Strategic approaches to Sustainability

Lecture 4: Sustainable strategies for firms

Topics:

- Fieldtrip: Mystery Shopper (Milano City Life)

Lecture 5: Sustainable strategies for firms

Topic:

- Sustainable Competitive Strategies

Lecture 6: Sustainability Management Practices

Topics:

- Sustainability Management Practices part I

Lecture 7: Sustainability Management Practices

Topics:

- Fieldtrip: La Milanese

Lecture 8: Sustainability Management Practices

Topics:

- Sustainability Management Practices part II



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Lecture 9: Sustainable entrepreneurship

Topics:

- Introduction to Sustainable entrepreneurship
- Business models for Environmental and Social entrepreneurship

Lecture 10: Sustainable entrepreneurship

Topics:

- Sustainable Business models

Lecture 11: FINAL EXAM/PRESENTATIONS

Topics:

- Group presentations
- Final exam