



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Green management & Sustainability

Prof. MARCO MINCIULLO

Overview

Area: Business

Dates: 7-17 January 2025

Course Number: IB / MG 350

Term: Winter School 2024/25

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 guest speakers from selected Italian best practices.

The course is aimed at providing the class with the basic information on current sustainability global issues, focusing on how these themes have influenced the purpose, structure, and practices of many firms, representing at the same time a constraint, but more often a business opportunity.

To provide concrete examples of how firms apply sustainability principles to create new opportunities in the service industry, this course will provide specific insights into the hotel industry and the potential applications of sustainable practices.

Practical and concrete examples of sustainability-related practices as business opportunities will constitute the second part of the course.

Course contents

- Setting the boundaries of Sustainability
- Overview on Sustainability macro-trends
- Sustainable strategies for firms
- Sustainability in the tourism industry
- 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

Group Discussions

Group Projects

Fieldtrips



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

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

Grading

Participation	20 % of final grade
Group assignment	40 % 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

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.

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

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 around Green Management 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.

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



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Schedule

WEEK 1		
DATE AND TIME	LESSON - TOPIC	ASSIGNMENT
Tue. 7 Jan 2:30 pm – 6:30 pm Vittorio Capitani	Lesson 1: Introduction to Sustainability <i>Topics:</i> <ul style="list-style-type: none"> • Presentations • Introduction and overview of the course: aims, organization, assessment • An overview of Sustainability 	<ul style="list-style-type: none"> • Before the flood – documentary (Youtube)
Wed. 8 Jan 9:00 am – 1:00 pm Marco Minciullo	Lesson 2: Overview on Sustainability macro-trends <i>Topics:</i> <ul style="list-style-type: none"> • Definitions and Theories • Evolution of Regulatory Frameworks and Public Debate • Global warming and Climate change 	<ul style="list-style-type: none"> • Class exercise
Thu. 9 Jan 9:00 am – 1:00 pm Vittorio Capitani	Lesson 3: Sustainable strategies for firms <i>Topics:</i> <ul style="list-style-type: none"> • Strategic approaches to Sustainability 	<ul style="list-style-type: none"> • Case studies • Class exercise
Thu. 9 Jan 2:00 pm – 6:00 pm Vittorio Capitani	Lesson 4: Fieldtrip <i>Topics:</i> <ul style="list-style-type: none"> • Sustainability strategies 	<ul style="list-style-type: none"> • Fieldtrip
Fri. 10 Jan 9:00 am – 1:00 pm Marco Minciullo	Lesson 5: Sustainable strategies for firms <i>Topics:</i> <ul style="list-style-type: none"> • Sustainable Competitive Strategies 	<ul style="list-style-type: none"> • Class exercise
WEEK 2		
Mon. 13 Jan 9:00 am – 1:00 pm Vittorio Capitani	Lesson 6: Sustainability in the hotel industry <i>Topic:</i> <ul style="list-style-type: none"> • Introduction to hotel industry • Sustainable models in hotel management 	<ul style="list-style-type: none"> • Class exercise
Tue. 14 Jan 9:00 am – 1:00 pm Marco Minciullo	Lesson 7: Sustainability Management Practices <i>Topic:</i> Sustainability Management Practices part I	<ul style="list-style-type: none"> • Class exercise



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

<p>Tue. 14 Jan 2:00 pm – 6:00 pm Marco Minciullo</p>	<p>Lesson 8: Sustainability Management Practices <i>Topic:</i> Sustainability Management Practices part II</p>	<ul style="list-style-type: none"> • Class exercise
<p>Wed. 15 Jan 9:00 am – 1:00 pm Marco Minciullo</p>	<p>Lesson 8: Sustainable entrepreneurship <i>Topics:</i></p> <ul style="list-style-type: none"> • Introduction to Sustainable entrepreneurship • Business models for Sustainable entrepreneurship 	<ul style="list-style-type: none"> • Pure (case study) • Class exercise
<p>Thu. 16 Jan 9:00 am – 1:00 pm Vittorio Capitani</p>	<p>Lesson 10: Final exam/Draft Group project Presentations <i>Topics:</i></p> <ul style="list-style-type: none"> • Multiple choice/Short essay test • Group presentations 	<ul style="list-style-type: none"> • Group presentations • Exam
<p>Fri. 17 Jan 9:00 am – 1:00 pm Marco Minciullo</p>	<p>Lesson 11: Fieldtrip <i>Topics:</i></p> <ul style="list-style-type: none"> • Sustainable Business models 	<ul style="list-style-type: none"> • Fieldtrip to LA MILANESA
<p>Fri. 24 Jan 3:00 pm</p>	<p>Deadline for the submission of the Final version of Group project Presentations</p>	