



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Green Management and Sustainability

DOTT. MARCO MINCIULLO

Overview

Area: Business

Dates: 20 – 31 January

Campus: Milan

Course Number: IB / MG 350

Term: Winter School 2019

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 - with no exception in Italy. In this course, the Italian trend of establishing and scaling up entrepreneurial initiatives with environmental purposes is presented and analyzed through case studies, and field visits to selected Italian best practices.

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

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

Main topics:

- Setting the boundaries of Sustainability
- Overview on Environmental Economics
- Sustainability for firms
- Environmental Management Practices
- Ecopreneurship

Prerequisites

None

Method of teaching

Lecture, group work and in-class discussion



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Learning outcomes

By the end of the course students are expected to be able to

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

Course requirements

Students are expected to comply with the following requirements:

- Regularly attend classes and actively participate to the discussions and debates
- Study in advance the assigned course readings
- Present a group work on a course related subject (group project and presentation)
- Take a final written exam

Evaluation

Class participation	20% of final grade
Group Assignment	40 % of final grade
Final written exam	40 % of final grade

Readings

Required readings

Lecturers' slides and/or teaching notes, case studies.

Selected readings:

- Orsato, R.J. "Competitive environmental strategies: when does it pay to be green?"
- Schaltegger, S. "A Framework for Ecopreneurship. Leading Bioneers and Environmental Managers to Ecopreneurship"

Schedule

Lesson 1: Introduction to Sustainability

Topics:

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



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Lesson 2: Overview on Environmental Economics

Topics:

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

Lesson 3: Sustainability for firms

Topics:

- Strategic approaches to Sustainability
- Competitive Strategies

Lesson 4: Environmental Management Practices

Topics:

- Environmental Management Practices part I

Lesson 5: Fieldtrip

Topics:

- More detailed information will be available during the course. Please save the date, in order to inform in time other courses professors.

Lesson 6: Environmental Management Practices

Topics:

- Environmental Management Practices part II

Lesson 7: Environmental Management Practices

Topics:

- Environmental Management Practices part III

Lesson 8: Ecopreneurship

Topics:

- Introduction to Ecopreneurship
- Business models for Ecopreneurship

Lesson 9: Fieldtrip

Topics:

- More detailed information will be available during the course.

Lesson 10: Communicating the green value

Topics:



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

- Marketing the green value
- Communication tools

Lesson 11: Final written exam

Topics:

- Multiple choice/Short essay test
- Group presentations

Rules of conduct

Attendance: Attendance is mandatory and no absence/s will be excused. One non-medical absence may be allowed only if prior notice is given to both the course instructor and to the International Office (at international.advisor@unicatt.it). Such absence and the motivation for the absence will have to be properly documented. Failure to provide advance notification for the absence or if the motivation for the absence is deemed not sufficiently substantiated will be considered as a complete absence. An unexcused absence will result in not being admitted to the final exam, and you will therefore be given a Fail, or a 0 (zero), for the final exam. Detailed academic policies will be handed out on the first day of the course.

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.

Bio of instructor

Marco Minciullo obtained his PhD in Management at Università Cattolica del Sacro Cuore in Milan, Italy. He is currently Post-doctoral researcher at Università Cattolica of Piacenza (Italy) and Research fellow at ALTIS-Postgraduate School Business & Society. He collaborates in teaching Introduction to Management 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.

Email: marco.minciullo@unicatt.it