



UNIVERSITÀ
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del Sacro Cuore

IB/MG350 – Green management & Sustainability

Prof. MARCO MINCIULLO

OVERVIEW

Area: Business

Dates: 11 – 22 January

Course Number: IB / MG 350

Term: Winter School 2020

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 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

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

Online classes
Group Discussions
Group Projects
Online Simulations
Guest speakers



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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

Iterative individual/group 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.

SCHEDULE

Lesson 1: Introduction to Sustainability

Topics:

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

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
- Guest speaker

Lesson 4: Sustainability for firms



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Topics:

- Sustainable Competitive Strategies
- Guest speaker

[Lesson 5: Environmental Management Practices](#)

Topic: Environmental Management Practices part I

[Lesson 6: Environmental Management Practices](#)

Topics:

- Environmental Management Practices part II
- Guest speaker

[Lesson 7: Environmental Management Practices](#)

Topic: Environmental Management Practices part III

[Lesson 8: Ecopreneurship](#)

Topics:

- Introduction to Ecopreneurship
- Business models for Ecopreneurship
- Guest speaker

[Lesson 9: Sustainable entrepreneurship](#)

Topics:

- Introduction to Sustainable entrepreneurship
- Sustainable Business models

[Lesson 10: Sustainable entrepreneurship](#)

Topics:

- Sustainability champions
- Guest speaker
- Online simulation

[Lesson 11: FINAL EXAM/PRESENTATIONS](#)

Topics:

- Multiple choice/Short essay test
- Group presentations



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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

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