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CATTOLICA  
del Sacro Cuore

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

- 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](mailto: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**

#### *Topics:*

- Strategic approaches to Sustainability
- Guest speaker

### **Lecture 4: Sustainable strategies for firms**

#### *Topics:*

- Sustainable Competitive Strategies

### **Lecture 5: Sustainable strategies for firms**

*Topic:* Fieldtrip

### **Lecture 6: Sustainability Management Practices**

#### *Topics:*

- Sustainability Management Practices part I

### **Lecture 7: Sustainability Management Practices**

#### *Topics:*

- Sustainability Management Practices part II

### **Lecture 8: Sustainable entrepreneurship**

#### *Topics:*

- Introduction to Sustainable entrepreneurship
- Business models for Sustainable entrepreneurship



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### **Lecture 9: Sustainable entrepreneurship**

*Topics:*

- Sustainable Business models

### **Lecture 10: Sustainable entrepreneurship**

*Topics:*

- Fieldtrip

### **Lecture 11: FINAL EXAM/PRESENTATIONS**

*Topics:*

- Multiple choice/Short essay test
- Group presentations