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Green management & Sustainability

Prof. VITTORIO CAPITANI – Prof. MARCO MINCIULLO

Overview

Area: Business

Dates: 19 January – 30 January 2026

Course Number: IB / MG 350

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 trips.

The course is aimed at providing the class with 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

Class debates

Fieldtrips

Group Projects

Lectures



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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.

Schedule

WEEK 1		
DATE AND TIME	LESSON - TOPIC	ASSIGNMENT
Jan 19th 2.30pm-6.30pm Prof. 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)
Jan 20th 9.00am-1.00pm Prof. 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
Jan 21st 9.00am-1.00pm Prof. Minciullo 2.30pm-6.30pm Prof. 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
	Lesson 4: Fieldtrip (Mystery Shopper Activity) <i>Topics:</i> <ul style="list-style-type: none"> • Sustainable Competitive Strategies 	<ul style="list-style-type: none"> • Fieldtrip
Jan 22nd 9.00am-1.00pm Prof. Capitani	Lesson 5: 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
Jan 23rd 9.00am-1.00pm Prof. Minciullo	Lesson 6: Sustainable strategies for firms <i>Topics:</i> <ul style="list-style-type: none"> • Sustainability strategies 	<ul style="list-style-type: none"> • Class exercise
WEEK 2		
Jan 26th 9.00am-1.00pm Prof. Capitani	Lesson 7: Sustainability in the hotel industry <i>Topic:</i> <ul style="list-style-type: none"> • Introduction to hotel industry 	<ul style="list-style-type: none"> • Class exercise



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	<ul style="list-style-type: none"> Sustainable models in hotel management 	
Jan 27th 9.00am-1.00pm Prof. Minciullo	Lesson 8: Sustainability Management Practices <i>Topic:</i> Sustainability Management Practices	<ul style="list-style-type: none"> Class exercise
Jan 28th 9.00am-1.00pm Prof. Minciullo	Lesson 9: Fieldtrip (Eco-Hotel) <i>Topics:</i> <ul style="list-style-type: none"> Sustainable business models 	<ul style="list-style-type: none"> Fieldtrip
Jan 29th 9.00am-1.00pm Prof. Capitani	Lesson 10: Sustainable Entrepreneurship <i>Topics:</i> <ul style="list-style-type: none"> Introduction to Sustainable entrepreneurship Business models for Sustainable entrepreneurship 	<ul style="list-style-type: none"> Class exercise
Jan 30th 9.00am-1.00pm Prof. Capitani – Prof. Minciullo	Lesson 11: Final exam/Draft Group project Presentations <i>Topics:</i> <ul style="list-style-type: none"> Multiple choice/Short essay test Group presentations 	<ul style="list-style-type: none"> Group presentations Exam

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 Fail.

Instructors

Marco Minciullo, Ph.D., is Assistant Professor of Strategy at the Faculty of Economics of the Università Cattolica del Sacro Cuore (Milan), where he teaches "Business Strategy", "Corporate Strategy", "Strategies for Emerging Technologies" and "Green Management & Sustainability". At the same University he received the Ph.D. in Management, and he is currently Research Fellow at ALTIS Graduate School of Sustainable Business, and Scientific Coordinator of the Master in Sustainable Business Administration (MSBA). He is



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also Visiting Researcher at the University of California - Irvine (USA), and Lecturer at the Università della Svizzera Italiana (Lugano – Switzerland), while in the past he has spent several research/teaching periods in Sweden, Portugal, India and Mozambique. His research interests mainly include the integration of sustainability into corporate strategy and corporate governance.

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

Vittorio Capitani is Postdoctoral researcher in Sustainable Management 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