



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Green management & Sustainability

PROF. MARCO MINCIULLO

Area of study:	Business and Economics
Area Code:	IB/MG350
Method of Instruction:	in-person and live-streaming (dual mode)
Participation:	synchronous/live and asynchronous

Description

This course deals with the integration of Sustainability issues in a firm's strategy, as these topics are receiving increasing attention from all over the globe. Sustainability has become a new imperative for companies, not only to maintain competitiveness, but also as a source of new opportunities. The course will help students develop strategic analysis skills on the integration of sustainability in a firm's core business. Students will become familiar with successful strategies driven by sustainability, industry-level antecedents, and sustainability-oriented business model, which will be analyzed through case studies, and field visits to selected firms. The course is aimed at providing the class with the basic information on current environmental global issues, focusing on how these themes have influenced firms' strategy, organization and practices

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

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.

Course contents

Main topics

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

Prerequisites

None



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Method of instruction

- Online classes
- Group Discussion
- Group Projects
- Online Simulations
- Guest speakers
- 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.

Credits

6 ECTS

Grading

Iterative individual/group assignments.	20 % of final grade
Midterm exam	10 % of final grade
Final group assignment presentation	40 % of final grade
Final exam	20 % of final grade

Course readings and materials

All the readings and lecture's slides will be available on Blackboard.

Instructor bio

Prof. 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, and Strategy.

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