



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Social and Eco Entrepreneurship

PROF. MARCO MINCIULLO

OVERVIEW

Area: Business

Dates: 10 – 21 June (2 weeks)

Campus: Milan

Course Number: IB/MG350su

Term: Summer School 2019

Credits: 6 ECTS

COURSE DESCRIPTION

This course deals with the concepts of social and environmental entrepreneurship, 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 social and environmental purposes is presented and analysed through case studies, guest speakers and field visits to selected Italian best practices.

COURSE CONTENTS

- a. Setting the boundaries of social and eco entrepreneurship
- b. The main social and environmental issues
- c. Opportunity recognition in the social and environmental sectors
- d. Most successful social and eco entrepreneurship business models
- e. Strategies for scaling up the impact

The learning goals of the course are:

- To become familiar with the notion of social and eco entrepreneurship
- To develop a deep sensitivity and knowledge towards the most critical social and environmental issues which affect Italy and Europe
- To acquire an entrepreneurial mind-set in order to overcome such issues

METHOD OF TEACHING

Seminar (with group activities and guest speakers) and field trips

COURSE REQUIREMENTS

- a. Students are expected to regularly attend class sessions and to actively take part in class debate and case discussions
- b. Students are expected to be prepared on the assigned readings before the lectures;
- c. Students are expected to deliver one group assignment and present it to the class.

At the end of the course students will take a final exam covering contents of the whole program.



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CREDITS

6 ECTS credits

GRADING

Class participation	20 % of final grade
Personal assignment + class presentation (see specific instructions)	35 % of final grade
Final written exam (open and multiple choice questions, to be answered in 90 minutes, through an online platform)	45 % of final grade

COURSE READINGS AND MATERIALS

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

SITE VISITS

- i. Eco Enterprise (tbd)
- ii. Social Enterprise (tbd)

RULES OF CONDUCT

Attendance: Attendance is mandatory and no absence/s will be excused. Please consider that Field Trips are considered equal to regular classes and indeed you are expected to attend the visits. Unexcused absences will not be accepted. An excused absence will only be granted if you are seriously ill and can support your claim with a local doctor's certificate dated the day you missed class (therefore you must go to the doctor that same day) that has to be delivered to the Professor or to UCSC International Office. Any other absence will not be excused and will result in not being admitted to the final exam, which corresponds to a 0 (zero) in the final exam.

Exam Date: The exam date cannot be re-scheduled. Should the dates of the final exams be moved for force major reasons, UCSC International Office and the Professor will promptly inform you in class and/or via e-mail on the new date agreed. Unexcused absences to the exams will result in a failing grade in the course.

In cases of unforeseeable circumstances such as illness or injury on the day of the exams, you must submit a medical certificate and communicate your 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, you will receive an automatic Failed. Absences for other unforeseeable circumstances will not be accepted and will result in a failing grade.

SCHEDULE

- **Lesson 1:** Introduction to Ecopreneurship
- **Lesson 2:** Environmental Management Practices
- **Lesson 3:** Strategic approaches to Sustainability
- **Lesson 4:** Local and International Best Practices
- **Lesson 5:** Visit to an Eco-enterprise
- **Lesson 6:** Introduction to Social Entrepreneurship



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- **Lesson 7:** Scaling social impact
- **Lesson 8:** Visit to a Social Enterprise
- **Lesson 9:** Challenges and Support to Social Entrepreneurship
- **Lesson 10:** Final Written Exam and Presentation of essays

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), 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, Strategic Philanthropy, and Micro-Insurance.

@: marco.minciullo@unicatt.it