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## Green Management & Sustainability

**Instructor:** MARCO MINCIULLO

**Course Number:** IBMG1350

**Term:** Winter 2017

### COURSE SYLLABUS

#### COURSE DESCRIPTION

This course deals with the concepts of Green Management & Sustainability, 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 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

#### 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.



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Students will take a Mid-term exam covering contents of classes 1 to 10. At the end of the course students will take a final exam covering contents of the whole program.

## COURSE READINGS AND MATERIALS

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

### Required readings

- Lecturers' slides and/or teaching notes, case studies.
- Selected readings:
  - Orsato, R.J. "Competitive environmental strategies: when does it pay to be green?"
  - Schaltegger, S. "A Framework for Ecopreneurship. Leading Bioneers and Environmental Managers to Ecopreneurship"

## EVALUATION AND GRADING

Attendance and class participation	30% of final grade
Group Assignment	35 % of final grade
Final written exam	35 % of final grade.

## SCHEDULE

### Lesson 1: Introduction to Sustainability

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

### Lesson 2: Overview on Environmental Economics

- 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

- Strategic approaches to Sustainability
- Competitive Strategies

### Lesson 4: Environmental Management Practices

- Environmental Management Practices part I



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#### Lesson 5: Fieldtrip

- More detailed information will be available during the course. Please save the date, in order to inform in time other courses professors.

#### Lesson 6: Environmental Management Practices

- Environmental Management Practices part II

#### Lesson 7: Ecopreneurship – Monday 21th November 15.30 – 17.30

- International Best Practices
- Online Simulation

#### Lesson 8: Fieldtrip

- More detailed information will be available during the course.

#### Lesson 9: Ecopreneurship

- Introduction to Ecopreneurship
- Business models for Ecopreneurship

#### Lesson 10: Final written exam

- Multiple choice/Short essay test

### BIO OF THE LECTURER

**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 (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.

#### CONTACTS

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