UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Management and Sustainable Innovation

2122-2-F6302N032

Learning objectives

The course addresses some of the most important and topical issues for companies and organizations of all kinds, namely: sustainability as an economic and political discourse; sustainability implemented through managerial and organizational practices; social and sustainable innovation as practices to create new shared, public and social value. The course analyzes these issues using both a practical and critical thinking approach and provides the opportunity to carry out a project work.

Contents

- Sustainability
- Sustainable Development Goals;
- Impact Management and Social Entrepreneurship;
- Social & Sustainable Innovation;
- Leadership for Social Change

Detailed program

1. Business, Organizations and Sustainability

2. Corporate Sustainability and Sustainable Development
3. The concept of innovation and the sources of innovation
4. Sustainable innovation and (new) business models
5. Critical Thinking
6. Social impact
7. Project Work: presentation
8. Project Work: start of group work (Caucus)
9. Sustainable governance: Focus - Cooperatives
10. Sustainability Strategy: Focus - Milan-Bicocca University
11. Project work clinic
12. Smart Working
13. Circular Economy
14. Social Innovation
15. Financing sustainability and sustainable innovation: the role of philanthropy and crowdfunding
16. Storytelling & Leadership for Social Change
17. Scaling up of sustainable innovation and the boundaries of sustainability between ethics, politics and technology
18. Wrap-UP
19. Project Work presentation

Prerequisites

Mastery of the basic concepts of business economics; interest in the economic, social and political context in which companies and organizations operate; motivation to learn in a participatory way.

Teaching methods

Lectures by the teacher with active participation of students, keynote guest lectures, individual and group work prepared and discussed during the course. Other experiential opportunities for students, individually or in groups, will be proposed by the teacher (for example watching films, participating in events, visiting organizations).

Assessment methods

Attending students: written exam, project work and research memo.

Non-attending students: oral exam and research memo.

Textbooks and Reading Materials

- Perrini, F. (2018), Sostenibilita'. Milano: Egea.
- Mulgan, G. (2019). Social Innovation: How societies find the power to change. Bristol University Press.

Semester

Second semester

Teaching language

Italian