



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Management per la Sostenibilità

2425-1-E1805M003

Learning objectives

The course aims to provide students with theoretical and practical tools to address sustainability challenges in the corporate context. Through an interdisciplinary approach, participants will develop skills in critical analysis, creative thinking and strategic management, with a particular focus on the integration of sustainability principles in decision-making, organizational and innovation processes of companies.

Contents

1. Introduction to sustainability in management.
2. Critical and strategic analysis of sustainable business processes.
3. Design thinking for sustainable innovation.
4. Corporate social responsibility strategies and socio-environmental impacts.
5. Measurement of sustainable performance.
6. Value creation through sustainability.

Detailed program

1. Fundamentals of sustainable management
 - Basic principles and concepts of corporate sustainability.
 - Analysis of the competitive environment and sector contexts.
2. Corporate strategies for sustainability

- Sustainable corporate and business strategies.
- Socially impactful innovation models.

3. Sustainable design and implementation

- Design thinking and collective intelligence.
- Practical applications for sustainability.

4. Sustainable corporate performance

- Measurement of socio-environmental impacts.
- Responsible marketing, logistics and supply chain management.

5. Sustainable value creation

- Practical cases and project work aimed at creating innovative solutions for sustainability challenges.

Prerequisites

Curiosity and interest in management, innovation and sustainability.

Teaching methods

The course combines face-to-face and online activities, including:

- Interactive lectures and case studies.
- Group project work with practical applications.
- Individual and group exercises.
- Discussion forums and self-assessment quizzes.

Assessment methods

Written exam: Includes theoretical questions and analysis of practical cases.

Project work: Creation of a prototype solution to a challenge of corporate sustainability or social innovation, with final presentation.

Textbooks and Reading Materials

Tunisini A., Ferrucci L., Pencarelli T., "Economics and Business Management", Hoepli, 2020.

Readings and case studies provided by teachers.

Semester

First and second semester.

Teaching language

Italian

Sustainable Development Goals

QUALITY EDUCATION | INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION
AND PRODUCTION | PARTNERSHIPS FOR THE GOALS
