UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Trasformazione digitale, sostenibilità ed etica

2526-BbetweenSDG-09-03

Module description

Sustainability is now an imperative for companies because it can improve their image and productivity by aligning them with customer needs. On the other hand, digital transformation is vital for companies and organisations that also need to be resilient in the face of crises such as COVID-19 and wars. The main objective of the module is to present a model that explains social, environmental and economic sustainability by considering the domains of digital transformation and organisational ethics according to what is defined as 'technology ecoadvantage', which means using state-of-the-art technologies and digitised operations typical of digital transformation to develop ethical and profitable solutions that lead to sustainable development.

Learning goals

Upon completion of the module, students will be able to:

- understand the fundamental processes behind digital transformation and its ethical and sustainable management in organisations;
- know some levers for the creation of sustainable value;
- analyse the relationship between business and society over time and as technologies change;
- understand the key principles of sustainability in business practice and be able to discuss the main ethical, economic, social and environmental challenges faced by public, private and non-profit institutions;
- show knowledge of the relationship between ethical management and sustainability;
- generate solutions and address problems;

General goal

The module aims to provide students with an integrated understanding of digital transformation and sustainability in organizations, addressing economic, social, environmental, and ethical dimensions. Through the concept of technology ecoadvantage, the course explores how digital technologies can support sustainable value creation, organizational resilience, and responsible management practices. The module also fosters critical thinking on the business–society relationship and develops students' ability to design innovative and sustainable solutions across public, private, and non-profit contexts.

Specific skills and competences

Sustainable Development Goals of the 2030 UN Agenda

GOAL 8: LAVORO DIGNITOSO E CRESCITA ECONOMICA, GOAL 9: IMPRESE, INNOVAZIONE E INFRASTRUTTURE

Breakdown of meetings

The course consists of 6 recorded meetings corresponding to thematic areas (2 hours each):

1. Sustainable digitalisation and digital sustainability: which tools and which managerial approach do we need to analyse reality?
2. The digital era: what does ethics have to do with it?
3. Ethical and sustainable management of artificial intelligence, AV e mobility and drones
4. Designing innovative business models with digital technologies in an ethical and sustainable way
5. Sustainable digital transformation and human capital: pathways to employability
6. The explosive social power of digitisation: sustainability impact analysis and assessment

Number of participants

No limits

Language used in meetings

Italian

Delivery period of the module

Freely accessible (recorded videos)

Methods of assessing the outcomes of the learning process

Final multiple-choice quiz

Department of affiliation of the teacher

Department of Business and Law (DISEADE)

Sustainable Development Goals

DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE