



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Sustainability Management

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COURSE AIMS

The concept of sustainability is linked to the idea of a social and economic development that will meet the needs of the present without compromising the opportunities of future generations. To meet this challenge, over the past few years, a wide range of actions and initiatives have been developed on the basis of the principles of the so-called triple bottom line (tbl). The tbl focuses on the ability of a company to achieve good results in terms of economic development, limiting their effects on the environment and contribution to social development. This capability enables companies to orient their strategy not only towards the maximization of profit but also to social responsibility issues. The challenges of sustainability and social innovation lead companies not only to compete but also to collaborate and contribute to the improvement of social, ecological and economic equilibrium.

Corporate sustainability is therefore a management approach that can simultaneously create value for shareholders and for the community, turning the issue of protection of scarce and non-renewable resources of the planet into an opportunity for efficiency and competitive advantage. Objective of the course consists precisely in deepening the content of this managerial approach and best practices in place at the global level, with a focus on the experiences of the companies operating in the food, financial and public utilities.

LEARNING OUTCOMES

The course aims to provide students with the knowledge and tools you really dive experiences to understand the following issues: How can sustainability be managed to promote the competitiveness of a company? What choices allow to introduce it effectively in a company? How can a company be organized internally to manage the issue of sustainability?

The course enables students to understand issues related to sustainability in a critical way and to transfer these concepts into business strategy, management and reporting. Secondly it permits to identify the conditions of effectiveness of sustainability corporate policies by addressing some specific cases.

COURSE CONTENTS

The course will develop the following content:

- Introduction to the concept of sustainability management.
- Integrating the three pillars of sustainability.
- Human resource management supporting sustainability issues.
- Sustainable marketing.
- Sustainable operation management.
- Sustainable supply chain management.
- The UNI ISO 14000 standard on Environmental management.
- Developing sustainable strategies in business.
- UN – sustainable development goal.
- Sustainability in the food sector.

Through the presentation and discussion of case studies, the course also gives students the opportunity to interpret the specific content of the sustainability management processes.

READING LIST

Textbook

Molthan-Hill, P. (2014) The Business Student's Guide to Sustainable Management. Principles and Practice

Suggested readings:

OECD Guidelines for Multinational Enterprises

UNI ISO 26000 Standard Guidelines

TEACHING METHOD

The program will be developed using the theoretical framework classes, analysis and discussion of case studies and testimonials. Teaching methods have the common goal of developing the students' ability to analyze and interpret the implications of the introduction of sustainability in business strategies.

ASSESSMENT METHOD

Evaluation methods for attending students

The interactive nature of the course and the wide possibility for the student to intervene in the analysis and discussion of cases, frequency of the courses as an active form of learning. Class attendance is compulsory and each student must attend at least 24 hours for the final examination. The overall evaluation is based on the outcome of an individual assignment, a written exam and the frequency level.

The assignment evaluation has a weight of 40% on the overall evaluation and consists of the analysis of a sustainability management case study. Objective of the assignment is to evaluate the capacity of critical reading and interpretation of corporate dynamics in terms of sustainability. The final exam has a weight of 40% and consists of a written examination that covers the entire course program. The exam includes 6 short open-ended questions that test the level of knowledge of the course content. The frequency evaluation has a weight of 20% and is defined by teacher considering class participation and contribution to discussion.

Evaluation mode for non-attending students

The overall evaluation is based on the outcome of an oral test which focuses on the course texts and materials provided by the teacher.

NOTES

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>