



## Business Sustainability Management

Master of Science in Innovation Management – MAIN

Academic year 2021/22

### General information on the course

<b>Name of the course</b>	Business Sustainability Management
<b>Degrees</b>	Master ("Laurea Magistrale") in Innovation Management – <i>MAIN</i>
<b>Type</b>	Elective
<b>Cycle/Year/Semester</b>	2nd Year; 2nd Semester
<b>Class hours</b>	39h (6 ECTS)
<b>Language of the course</b>	English
<b>Department</b>	Institute of Management (IoM)
<b>Principal Lecturers</b>	<p><b>Marco Frey</b> Office: IoM, Alliata Palace, Piazza Martiri Libertà, 26 (2nd floor) e-mail: <a href="mailto:m.frey@santannapisa.it">m.frey@santannapisa.it</a></p> <p><b>Francesco Testa</b> Office: IoM, Alliata Palace, Piazza Martiri Libertà, 26 (1st floor) e-mail: <a href="mailto:f.testa@santannapisa.it">f.testa@santannapisa.it</a></p>
<b>Other Lecturers</b>	<p><b>Fabio Iraldo</b> Office: IoM, Alliata Palace, Piazza Martiri Libertà, 26 (1st floor) e-mail: <a href="mailto:f.iraldo@santannapisa.it">f.iraldo@santannapisa.it</a></p> <p><b>Tiberio Daddi</b> Office: IoM, Alliata Palace, Piazza Martiri Libertà, 26 (1st floor) e-mail: <a href="mailto:t.daddi@santannapisa.it">t.daddi@santannapisa.it</a></p>
<b>Time and place of lectures</b>	For time of lecturers, see the calendar.
<b>Office hours</b>	Anytime at the office or by fixing an appointment by email

### 1. Content of the course, objectives and list of topics

#### 2.1 Contents

The course aims to provide students with fundamental knowledge of the notion of corporate sustainability, its background, its objectives and operating modalities. It will be done mainly referring to current trends in the way organizations answer increasing environmental, social and technological challenges. A specific focus



will be done on the analysis of the connections between corporate strategy and corporate sustainability and the impact of corporate sustainability on business's functional organizational structures and on business performances. This course will thus discuss key concepts such as how organizations impacts on the environment and socio-technical systems, the relationship between social and environmental performance and competitiveness, the approaches and methods (e.g. organizational, managerial and operational tools) that can be adopted to effectively manage these issues.

## 2.2 Objectives

The course aims to equip participants with both the theoretical knowledge and the practical skills challenging students to think strategically, multi-dimensionally and innovatively regarding business management and processes.

Students who complete this course will develop:

- An understanding of sustainability management as an approach to aid in evaluating and minimizing environmental impacts while achieving the expected social impact
- An understanding of strategies and approaches for designing sustainable products and processes
- Develop knowledge and skills to analyze firm strategies and practices to address the sustainability challenge
- Understand new managerial approaches and concepts such as green innovation, clean tech, design for sustainability, sustainable supply chain
- Acquire basic knowledge on the main tools to manage environmental and sustainability issues
- An exposure to practical case studies and real-world examples of applying sustainability management strategies

## 2.3 List of topics

### **A) Management of sustainability: rationale and political trends**

- A.1 An introduction to sustainability management
- A.2 International and European policies on sustainable development
- A.3 The theoretical pillars in sustainability management studies

### **B) Corporate sustainability and responsibility:**

- B.1 The corporate sustainability perimeter
- B.2 The corporate sustainability institutional framework
- B.3 The integration of sustainability into strategic planning and regular business practices
- B.4 The fundamentals of stakeholder engagement

### **C) Sustainability management: strategies and approaches**

- C.1 Corporate sustainability management and competitiveness:
  - C.1.1 Sustainability-oriented corporate strategies, markets and competitiveness
  - C.1.2 Green Management between theory and practice



C.1.3 Sustainable Consumption and Green Marketing strategies

C.1.4 Environmental regulation and strategic postures

C.2 Green Management approaches and tools

C.2.1 Eco-design e and product development according to a life-cycle thinking

C.2.2 Environmental Management Systems and Audit techniques according to EMAS and ISO 14001

C.2.3 Green engineering: clean technologies and innovation processes

C.2.4 Sustainable Supply Chain Management and Procurement

C.2.5 Inter-organizational alliances and public-private partnerships

C.3 How to measure and communicate environmental and social performance

C.3.1 The fundamentals of measuring and reporting on corporate sustainability

C.3.2 Product certification and labels: Iso type I (Ecolabel) and Type III (EPD) environmental claims

C.3.3 Communication & environmental footprint

C.3.4 Performance indicators and reporting

#### D) Sustainability and innovation:

D.1 Socio-technical transitions and sustainability

D.2 Sustainable entrepreneurship

D.3 Sustainable pioneers in green market niches

D.4 Smart communities and smart specializations

#### 3) Prerequisite

No specific prerequisites are required.

#### 4) Teaching method

The course is based on active teaching methodologies aimed at maximizing students' participation. We think strongly that learning occurs best through active experiences, interactions among students, discussion with the instructor, guests and other stakeholders involved. Accordingly, in addition to some theoretical sessions in the form of lecture, we will use practical cases and videos to activate debates, and several case histories providing real-life examples as teaching methods.

#### 5) Evaluation method

Grading is based on a number of different components as outlined below:

##### *a) Class participation and attendance (weight 15%)*

"Class participation" means participating actively in class discussions and small group exercises, sharing relevant comments and ideas. Students will be evaluated on the quality of the contributions and insights. Classroom participation will be evaluated using the following criteria: attendance (very few absences will be allowed; students should inform the instructor prior to any absence-s); timeliness (on time arrival is an expression of respect towards other students and to the instructor); **preparedness** (students must read and prepare in advance for the day's schedule, topic, key concepts, cases, readings, etc. to favor discussion);



and contribution (i.e. responds very thoughtfully to the instructor or to the other students' comments, contributes to the cooperative argument-building, provides insightful analysis or compelling advocacy etc. Note that quality will count far more than quantity.

*b) Group assignments (weight 35%)*

Groups (the numbers will be defined taking into account the number of participants) are required to prepare a power point presentation (15 slides max) and a short paper (max 3000 words). We expect a 20 minutes oral presentation (+5 minutes for discussion). The essay must be delivered the day of the last lecture where the power point presentation must be discussed.

Specific topics and guidelines for the assignment will be presented during the initial lectures.

*c) Final individual oral exam (weight 50%)*

The **final exam is or oral or written and individual**. The length is 20 minutes.

6. Reading list

Daddi, T., Iraldo, F., Testa, (2015) Environmental Certification for Organizations and Products: Management Approaches and Operational Tools, Routledge.

Additional papers and selected readings, slides and cases provided by instructors will be available on the e-learning platform.