

Codice accesso all'aula virtuale/ Access code to the virtual classroom: **uybxzvg**

General Information	
Academic subject	Innovation Market and Sustainability
Degree course	Marketing
Curriculum	
ECTS credits	6
Compulsory attendance	No
Language	English

Subject teacher	Name Surname	Mail address	SSD
	Teodoro Gallucci	teodoro.gallucci@uniba.it	SECS- P/13

ECTS credits details			
Basic teaching activities	6		

Class schedule	
Period	I Semester
Year	2020-2021
Type of class	Lectures- workshops
	Lectures

Time management	
Hours	42
Hours of lectures	30
Tutorials and lab	12

Academic calendar	
Class begins	October 2020
Class ends	December 2020

Syllabus	
Prerequisites/requirements	

	<p><i>Knowledge and understanding</i> Knowledge of main environmental managerial tools for companies and methodologies to be applied to the study of different production cycles in order to identify the environmental impacts of activities, products and services for determining hot spot and proposing solution;</p> <p><i>Applying knowledge and understanding</i> Interpret correctly and apply environmental management tools to track business performance through the collection and the analysis of specific data and indicators</p> <p><i>Making informed judgements and choices</i> Ability to apply environmental management tools both to optimize company competitiveness and to assess the impacts of products and processes on the environment;</p> <p><i>Communicating knowledge and understanding</i> Ability to communicate the acquired knowledge in a clear and</p>
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	exhaustive manner and to expose with logical rigor the argumentative line based on the discussed thesis; <i>Capacities to continue learning</i> To develop a critical method in order to identify practical solution in the issue of environmental management of a company;
Contents	
Course program	<p>Module 1: Theory of Sustainable Development. Sustainable consumption concept. National and International Environmental Policies and Action Plans. Sustainable development goals (SDG);</p> <p>Module 2 - Description of economic systems and their correlation with major environmental damage. The role of green economy, bio-economy and circular economy. Business circular model (case studies); Industrial symbiosis (case studies); Eco- innovation; Global reporting initiatives.</p> <p>Module 3 - Sustainability Indicators: Water Footprint, Carbon Footprint, Life Cycle assessment (LCA); Environmental certification such as Environmental Product Declaration (EPD); some examples; procedures for calculating indicators;</p>
Bibliography	
Notes	Lectures notes; LCA (chapter book); Industrial symbiosis (chapter book)
Teaching methods	
	Oral
.	Oral evaluation with a mark between 18 and 30.
Further information	nn