



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

Titolo del seminario	Sustainable business
Settore Scientifico disciplinare di riferimento	SECS/P07- SECS/P08
Docenti	- Dr Béatrice Bellini, University Nanterre (France) - Dr Beatrix Lányi (University of Pécs, Hungary) - Prof. Andrea Melis, University of Cagliari (Italy)
Semestre nel quale viene impartito	I/II
Crediti assegnati	3
Numero massimo di studenti ammessi	50
Modalità di iscrizione	Via the Educ alliance platform – no later than 1 st of February 2022
Giorni, Orari, Aula:	February/March 2022 in the Educ+ M virtual room on Ms teams
Prerequisiti	Knowledge of English language B1, and Economia aziendale (Introductory Business administration).
Obiettivi formativi	The aim of the course is to provide a better understanding of the role of sustainability plays in the management of private companies and the public administrations.
Contenuti	- Sustainable policies: global issues, economy and environment - Positive thinking and sustainable marketing - Strategy and positive business model - Sustainable human resource management - Ethics and management - Sustainable operation management - Sustainable finance - Sustainable corporate governance - Sustainable transportation - Sustainable tourism



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	- Sustainability and digital transformation
<i>Metodo d'insegnamento</i>	Online seminar
<i>Verifiche dell'apprendimento / procedure di valutazione</i>	Multiple choice exam questions
<i>Lecture consigliate</i>	Learning materials will be shared at the end of each lecture in the Students' guide on Ms teams.
<i>Altre informazioni</i>	The best students will be selected to compete with students from other five European universities during the Sustainable Business Week to be held in May in Cagliari. Those students who will be selected and attend to the Sustainable Business Week will gain additional credits (number of credits to be confirmed for this additional activity).