Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Soziale Nachhaltigkeit durch Innovation
Code der Lehrveranstaltung	17329
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	GSPS-08/A
Sprache	Englisch
Studiengang	Bachelor in Kommunikations- und Kulturwissenschaften
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Federica Viganò, federica.vigano@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/21735
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
Studienjahr/e	3
KP	6
Vorlesungsstunden	45
Laboratoriumsstunden	0
Stunden für individuelles Studium	105
Vorgesehene Sprechzeiten	18
Inhaltsangabe	Innovation through Sustainability is designed to equip students with the knowledge, skills, and mindset to leverage sustainability as a driver for innovation within businesses, territories, and public organizations. The course integrates theoretical frameworks, case studies, practical applications, and field experience to address complex sustainability challenges through creative, measurable, and systemic solutions.

Themen der Lehrveranstaltung	In-depth understanding of the concepts of sustainability (environmental, social, economic) and their transformative impact on businesses, territories, and public organizations. Develop operational skills for measuring sustainability and evaluating innovative projects. Learn methodologies and tools for applying sustainability as a driver for organizational and territorial innovation.
Stichwörter	Sustainability, measurement, social and environmental impact
Empfohlene Voraussetzungen	none
Propädeutische Lehrveranstaltungen	
Unterrichtsform	The course foresees: -Lectures and interactive lessons with Case study analysis -Individual and group project work -Didactic field visit
Anwesenheitspflicht	In accordance with the regulation
Spezifische Bildungsziele und erwartete Lernergebnisse	Educational Objectives 1. Provide students with an in-depth understanding of the concepts of sustainability (environmental, social, economic) and their transformative impact on businesses, territories, and public organizations. 2. Develop operational skills for measuring sustainability and evaluating innovative projects. 3. Learn methodologies and tools for applying sustainability as a driver for organizational and territorial innovation. Learning outcomes Knowledge and Understanding 1. Demonstrate knowledge of the key concepts and principles of sustainability (environmental, social, economic) and their relevance for innovation in business, territories, and public organizations. 2. Explain the interconnections between natural, social, and economic systems and how they influence sustainable development.

	Application and Analysis 1. Apply multidisciplinary tools and frameworks to assess and measure sustainability within businesses, territories, and public sector organizations. 2. Critically analyze cases of innovation driven by sustainability, including decision-making processes, implementation strategies, and measured outcomes. 3. Collaboratively develop sustainability-oriented project work that addresses real-world challenges. 4. Utilise sustainability measurement tools (e.g., GRI, SDGs indicators) to inform and evaluate strategies in enterprise, territory, or public organization contexts. Communication and Responsibility 1. Reflect critically on personal and professional actions with regard to ethical, environmental, and societal impacts of innovation. 2. Communicate sustainability innovations and their societal value persuasively to various stakeholders (sustainability reporting)
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	a. Attending students will be evaluated based on the basis of a project work (case study) with presentation in class, plus a brief field trip report. Excursion is part of the exam (mandatory). Exceptions will be admitted only upon a justified request. b. For students who are unable to attend classes regularly, an oral exam is available as the primary assessment method. The oral exam will cover the theoretical content of the course, the required bibliography.
Bewertungskriterien	1.a Individual Case Study Analyses/project work: Written assignments based on real-world business, territorial, or public organization cases addressed during the course (80%). 1.b Group Project Work: Development and presentation of an innovative sustainability project work (60%).

	Group work foresees some additional questions on the program (bibliography) at individual level (20%). 2. Educational Excursion Assessment (20%) Field Report / Presentation: Individual or group report based on observations, data collection, and analysis activities carried out during the didactic visit. For non attending students the oral exam based on the bibliography will lead to the 100% of the evaluation.
Pflichtliteratur	1. DIRECTIVE (EU) 2022/2464 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 14 December 2022amending Regulation (EU) No 537/2014, Directive 2004/109/EC, Directive 2006/43/EC and Directive 2013/34/EU, as regards corporate sustainability reporting 2. Voci and Karmasin (2024), Sustainability communication: how to communicate an inconvenient truth in the era of scientific mistrust, Journal of Communication Management, ISSN: 1363-254X 3. Kryger Aggerholm and Thomse (2024), Strategic communication in contexts of high sustainability pressure: balancing purposefulness, transparency and participation in pursuit of organizational legitimacy, Journal of Communication Management, ISSN: 1363-254X 4. Borges, Eduardo, Susana Campos, Mário Sérgio Teixeira, Maria Raquel Lucas, Ana Teresa Ferreira-Oliveira, Ana Sofia Rodrigues, and Manuela Vaz-Velho. 2023. "How Do Companies Communicate Sustainability? A Systematic Literature Review" *Sustainability* 15, no. 10: 8263. https://doi.org/10.3390/su15108263 5. Biely, K., & Chakori, S. (2025). Sustainability transition theories: Perpetuating or breaking with the status quo. Sustainable Development, 33(1), 52–68. https://doi.org/10.1002/sd.3101
Weiterführende Literatur	Further info and specific reading will be provided during the course
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Geschlechter-Gleichheit, Bezahlbare und saubere Energie, Menschenwürdige Arbeit und Wirtschaftswachstum, Frieden, Gerechtigkeit und starke Institutionen, Weniger Ungleichheiten, Nachhaltiger Konsum und Produktion, Maßnahmen zum

	Klimaschutz, Industrie, Innovation und Infrastruktur