Syllabus

Course Description

Course Title	Social sustainability through innovation
Course Code	17329
Course Title Additional	
Scientific-Disciplinary Sector	GSPS-08/A
Language	English
Degree Course	Bachelor in Communication Sciences and Culture
Other Degree Courses (Loaned)	
Lecturers	Prof. Federica Viganò, federica.vigano@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/21735
Teaching Assistant	
Semester	First semester
Course Year/s	3
CP	6
Teaching Hours	45
Lab Hours	0
Individual Study Hours	105
Planned Office Hours	18
Contents Summary	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.
Course Topics	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.
Keywords	Sustainability, measurement, social and environmental impact
Recommended Prerequisites	none
Propaedeutic Courses	
Teaching Format	The course foresees: -Lectures and interactive lessons with Case study analysis -Individual and group project work -Didactic field visit
Mandatory Attendance	In accordance with the regulation
Specific Educational Objectives and Learning Outcomes	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)
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	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.
Evaluation Criteria	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.
Required Readings	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
Supplementary Readings	Further info and specific reading will be provided during the course
Further Information	
Sustainable Development Goals (SDGs)	Gender equality, Affordable and clean energy, Decent work and economic growth, Peace, justice and strong institutions, Reduced inequalities, Responsible consumption and production, Climate action, Industry, innovation and infrastructure