

Business in Transformation: Social and Sustainability Challenges Lab



POLITECNICO
MILANO 1863

DIPARTIMENTO DI
INGEGNERIA GESTIONALE

Lecturer

Irene Bengo

irene.bengo@polimi.it

02 – 2399 2797

Department of Management, Economics and Industrial Engineering
Via Lambruschini, Campus Bovisa, Ufficio 1.26

Office hours

By appointment, at the end of class.

Further materials and References List

See Beep platform Beep of Politecnico (beep.metid.polimi.it).



Sustainable Operations and Social Innovation

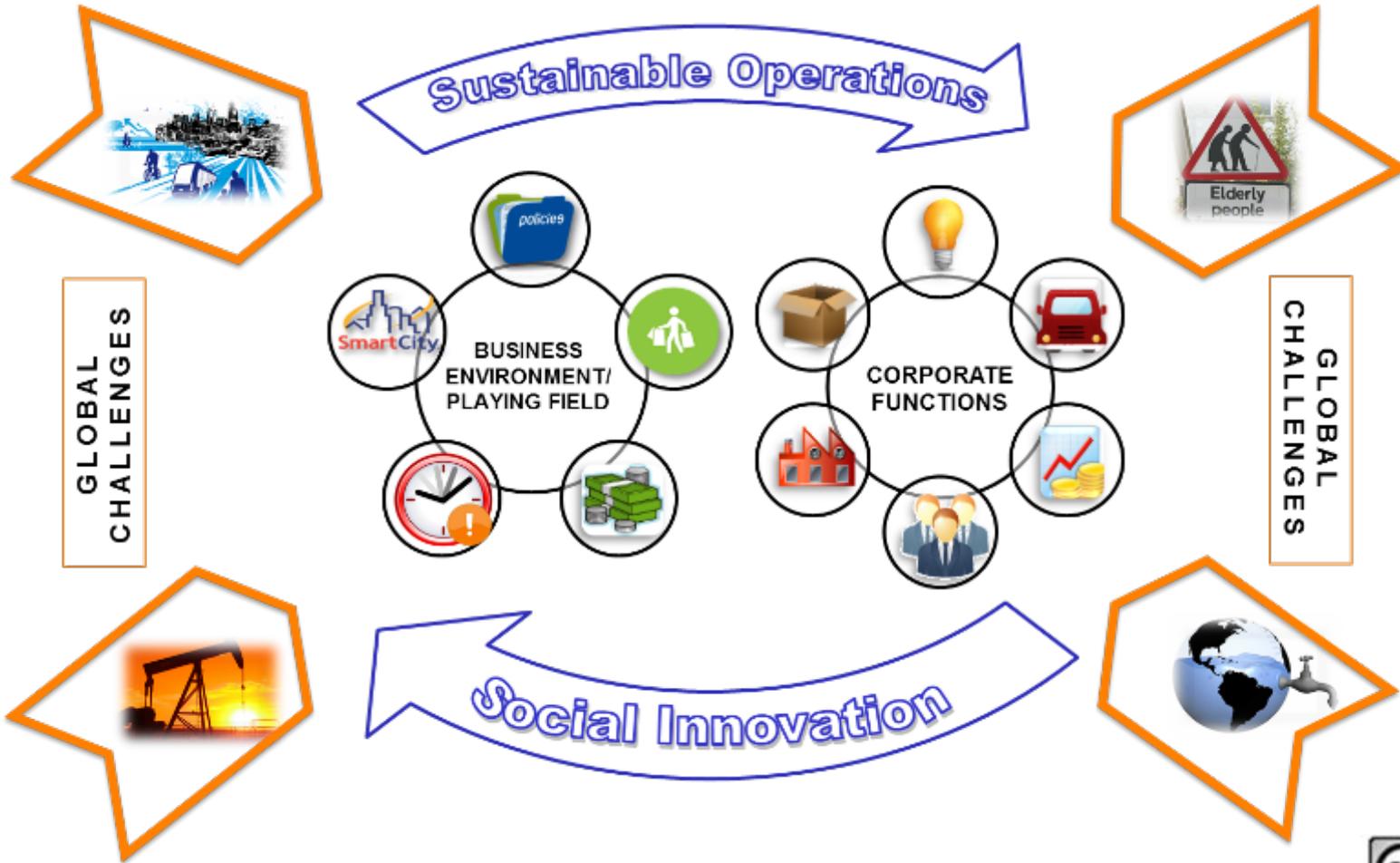
The stream **SUSTAINABLE OPERATIONS MANAGEMENT AND SOCIAL INNOVATION**, delivered in the second year, includes, in the first semester, the following characterizing courses:

- *BUSINESS IN TRANSFORMATION: SOCIAL AND SUSTAINABILITY CHALLENGES LAB (15 CFU),*
- *ADVANCED AND SUSTAINABLE MANUFACTURING (10 CFU),*
- *SOCIAL INNOVATION (5 CFU).*



Sustainable Operations and Social Innovation

Market and Societal needs



Sustainable Operations and Social Innovation

Business in Transformation: Social and Sustainability Challenges Lab

- ① The Lab as a **training arena** based on the idea of **learning by doing** and strengthening the student's **soft skills**.
- ② **Two intensive weeks** to better understand the impact of societal challenges on companies business models and learn how to use tools and instruments to implement new business solutions.
- ③ **Group works** with direct involvement in **hands on projects** in a **real-world company** defining and applying a comprehensive plan, following the implementation to selected solutions and evaluating short and long term impacts.
- ④ **International faculty** with a multidisciplinary perspective.



Business in Transformation Lab

15 CFU

Objectives

This Lab aims at preparing students to:

- ✓ Understand how rising '**societal challenges**' are changing the way how companies operate and create value
- ✓ Understand **how companies are answering to these new trends through to the development of innovative business models, the creation of new forms of partnership, the exploitation of new product and process technologies**
- ✓ Develop a **real project in a real company** that is addressing the above trends, by defining and applying a comprehensive plan, following the implementation to selected solutions and evaluating short and long term impacts
- ✓ **Work in a multi-objective and multi-stakeholder context, with direct interaction with companies and other entities**, that are pursuing the trade-offs between economic, social and environmental performances at different level and in different ways.
- ✓ Develop a real case related to the **decision making in complex system**, focusing on the societal challenges and innovative approaches

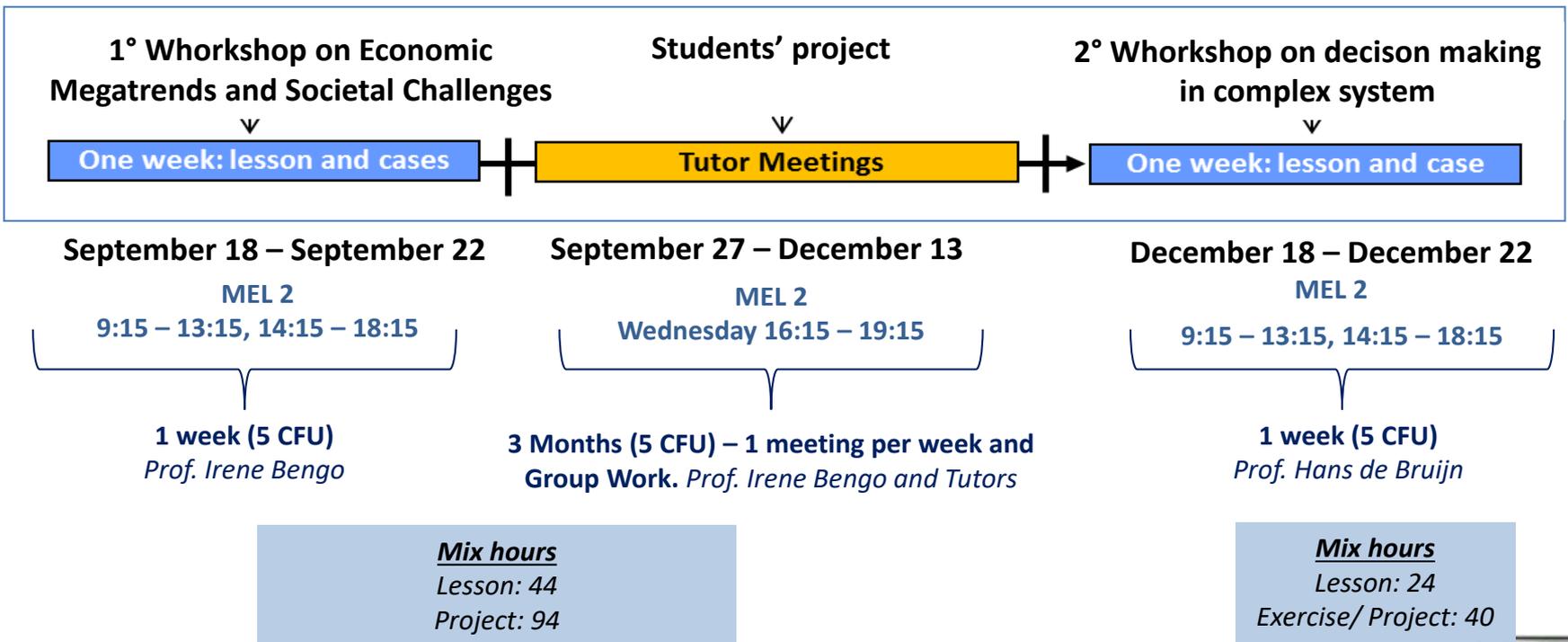


Business in Transformation Lab

15 CFU

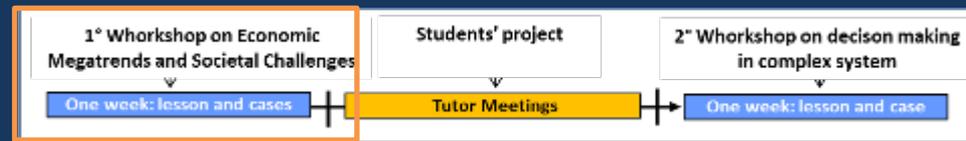
Organization

This Lab is articulated into two workshops of a week time (at the beginning and the end of the course) and weekly sessions for supporting the student's project development.



Business in Transformation Lab

1° Workshop on Economic Megatrend and Societal Challenges



1° Workshop on Economic Megatrends and Societal Challenges

5 SOCIETAL CHALLENGES

1 Energy & Resource Management



2 Food & Nutrition



3 Education & Skills gap



4 Wellbeing in a Changing Society

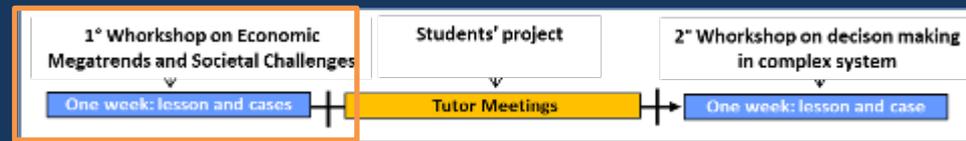


5 Migration



Business in Transformation Lab

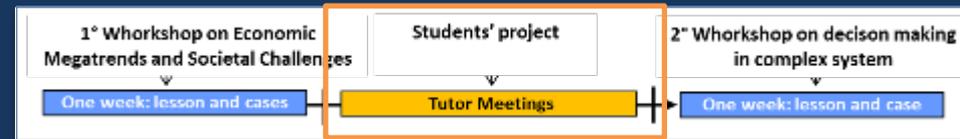
1° Workshop on Economic Megatrend and Societal Challenges



	DAY1 – 18/09 MEL LAB2	DAY2 – 19/09 MEL LAB2	DAY3 – 20/09 MEL LAB2	DAY4 – 21/09 MEL LAB2	DAY5 – 22/09 MEL LAB2
09:15-10:15	Introduction (Prof. Bengo)	Social venture	Wellbeing in a Changing Society	Food & Nutrition	Group Work: social business model canvas
10:15-11:15	Challenges introduction	Stakeholder analysis + social business model canvas			
11:15-12:15	Group Activities + SIT presentation	Case definition	Cases presentation	Group Work: social business model canvas	
12:15-13:15					
13:15-14:15	Break	Break	Break	Break	
14:15-15:15	Advanced and Sustainable Manufacturing (Prof. Taisch)	Energy & Resource Management	Migration (Prof. Calderini) BL.28.1.1	Group Work: social business model canvas	Projects presented by companies
15:15-16:15					
16:15-17:15	Social Innovation (Prof. Calderini) L13	Stakeholder analysis + value proposition	Group Work: social business model canvas	Education & Skills gap	
17:15-18:15					

Business in Transformation Lab

Students' project – Company's projects



IRENE BENGO (Professor)

Projects 1: MBS Consulting

Focus: Energy & Resource Management and Wellbeing

Project 2: MBS Consulting

Focus: Wellbeing

Projects 1: UNICREDIT

Focus: Wellbeing



MARTA PINZONE (Assistant professor)

Project 1: ASSOLOMBARDA

Focus: Education

Project 2: JUST KNOCK

Focus: Wellbeing



ROSSELLA LUGLIETTI

Project 1: AUTOGRILL

Focus: Resource Management

Project 2: ENVIRISK

Focus: Resource Management



LUCIA RAMUNDO

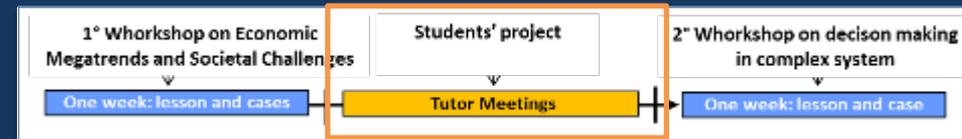
Project: LINEA VERDE

Focus: Food



Business in Transformation Lab

Students' project – Company's projects



DEBORA CALONI (Assistant professor)

Project 1: ALTROMERCATO

Focus: Food

Project 2: ACRA

Focus: Cooperation - Wellbeing



FARAH NABIL ADEL AL TAJI

Project 1: CUOCHI A COLORI

Focus: Migration



CLAUDIO DI BENEDETTO

Project 1: AMREF

Focus: Cooperation - Wellbeing



ALICE BORRELLO

Project 1: COMETA

Focus: Education

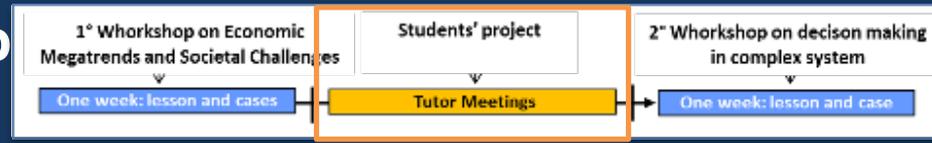
Project 2: KORAL

Focus: Wellbeing



Business in Transformation Lab

Students' project - Calendar



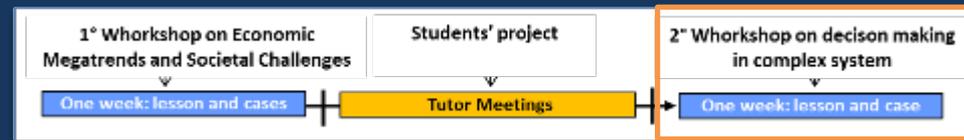
25 Sept	Deadline to submit the projects preferences
27 Sept	Lesson: Social business model canvas presentation (competition) + group communication
4 Oct	Kick off (POLIMI TUTOR + COMPANY TUTOR)
11 Oct	Project work*
18 Oct	Project work*
25 Oct	Project work*
8 Nov	Review meeting
22 Nov	Project work*
29 Nov	Project work*
6 Dec	Project work*
11 Dec	Deadline to submit the project report draft
13 Dec	Review meeting: feedback (POLIMI TUTOR)
8 Jan	Deadline to submit the project report
16 Jan	Exam
6 Febr	Exam

* Group flexibility with polimi tutor and company tutor on meeting location and date



Business in Transformation Lab

2° Workshop on decision making in complex system



2° Intensive week: December 18 – December 22 – Prof Hans de Bruijn

Objectives

This workshop aims at preparing students to:

Develop a real case related to the decision making in complex system, focusing on the societal challenges and innovative approaches

The topics addressed in the workshop are:

- ✓ What the main components of complex decision making processes; limited power, limited information, dynamics
- ✓ How actors, faced with this complexity, act and what effective and ineffective strategies
- ✓ The strategies to deal with this complexity and to apply them to real world cases
- ✓ The personal competencies and skills to deal with this complexity
- ✓ The cultural differences in the decision making game and to explore these differences
- ✓ How to understand and use the power of the media in these processes



Business in Transformation Lab

Final Evaluation

2/3: Lab on Economic Megatrends and Societal Challenges

The final evaluation will be based on:

- Group work assessment:
50 % Prof. Bengo evaluation of final project work report
- Individual evaluation:
25% Prof. Bengo: Final oral exam related to the project and lab lessons
20% Polimi tutor evaluation based on attendance, effectiveness, effort
5% Self-assessment of the members contribution,
based on attendance, effectiveness, effort (you evaluate yourself and others)

1/3: Lab on decision making in complex system

- Deliver the assignment
- Present and discuss the assignment

Participation and motivation are essential for this course.

