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UNIVERSITÀ DEGLI STUDI
DI BERGAMO

CREO-LAB SUSTAINABILITY *Syllabus*

Scientific Director: Prof. Silvana Signori

Language: ENGLISH

Course Code: 179010-ENG

Semester: SECOND SEMESTER

Academic Year: 2023/2024

The CREO-LABs aim to enrich the academic and personal journey of students of the University of Bergamo and improve their skills in the following areas: innovation and creativity, entrepreneurship, adaptability, responsibility, and teamwork.

The CREO-LABs are innovative, participatory, and multidisciplinary laboratories, allowing students to face current socio-economic challenges and learn how to design original solutions.

By participating in the CREO-LABs, students will increase their innovative mindset, future-orientation to seize opportunities and acquire a method for dealing with professional and personal choices.

Prerequisites

There are no specific didactic prerequisites; however, proficiency in the English language is required, as the module is entirely delivered in English.

Access is granted only to students enrolled in a master's degree course or the final two years of a single-cycle course at the University. Selection is carried out through a call for applications (due to limited availability of places), with evaluation of the *Curriculum Vitae*, along with a motivational letter. The faculty may also conduct final interviews for admission. The call for applications will be made available in September at CYFE website: <https://cyfe.unibg.it/it>

Educational goals

Sustainability is one of the major challenges of the contemporary world. It is characterized by three general concerns: maintaining environmental protection, creating economic well-being, and ensuring social justice. All of this through stable and strong institutions.

Addressing the topic of sustainability entails not only understanding the tools available to businesses for managing, controlling, and reporting on these three main dimensions, but also understanding and reflecting on the social, political,



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cultural, and economic dynamics that shape it. It is through an holistic approach that new avenues for doing and conceiving business activities are possible.

These premises also form the essential objectives of CREO-LAB SUSTAINABILITY. Specifically, the LAB aims to achieve the principles outlined in the [Bloom's taxonomy](#):

- *Understand*: develop and reinforce knowledge of the challenges and opportunities that sustainability, in its broad dimensions (economic, social, environmental, and governance), can offer in entrepreneurial terms; develop and reinforce knowledge of entrepreneurship and business creation; develop and reinforce an understanding of personal attitudes for career choices.
- *Apply and Analyze*: enhance critical analysis skills of contexts, needs, and potential entrepreneurial development; develop skills and abilities to use tools useful for implementing, validating, and effectively presenting a business idea; develop and enhance soft skills including teamwork, problem-solving, communication, and creativity.
- *Evaluate*: expand the ability to evaluate project ideas in terms of sustainability (economic, social, environmental, and governance).

Course contents

The course follows a “laboratory” approach and aims to introduce topics related to sustainability through thematic insights and group work. Specifically, through group work, possible solutions to fundamental sustainability needs will be created. The course introduces theoretical and applied tools for conceiving, analyzing, and implementing a sustainable entrepreneurial idea, by developing an entrepreneurial mindset to be applied in various work contexts, including: business creation, self-employment or employment in public or private companies, and third-sector entities.

The Lab is organized around the following thematic areas:

- Module 1 (common to all CREO-LABs): Introduction to entrepreneurship. Introduction to the value and role of entrepreneurship in innovation and in meeting individual and societal needs.
- Module 2: Introduction to the concept of sustainability. Analysis of major global challenges related to sustainability and entrepreneurship; definition of the concept of sustainability in its three dimensions (economic, social, and environmental); introduction to the concept of sustainability governance.
- Module 3: Business models and entrepreneurial strategies for sustainability. Definition of business models for sustainability and their contents.
- Module 4: Development and implementation of the entrepreneurial project. Guidance in implementing a sustainable entrepreneurial idea.

Teaching methods

The teaching method pursues the dual aims associated with Challenge Based Learning and Design Thinking. As for the Challenge Based aspect, the LAB involves students directly in challenges posed by stakeholders in the region who



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are actively engaged. Additionally, national and international case studies are presented through interventions by national and international experts and university professors regarding the subjects at hand. Students are also taken to engage with stakeholders in the field to facilitate ongoing discussions about challenges and processes, strengthening synergies between industries.

Regarding Design Thinking, the LAB aims to enhance critical analysis skills and the development of project ideas through co-creation and cross-fertilization among individuals with experiences and expertise gained in different contexts.

The organizational structure consists of in-person work sessions lasting a day and a half (12 hours) consecutively, on Friday and Saturday mornings, on a monthly basis, preceded by a 4-hour module introducing entrepreneurship and startup creation topics (Module 1).

Between the different in-person sessions, specific assignments will be provided to students with the goal of delving into the treated contents and preparing for the next session.

The LAB has a pronounced hands-on component in which students, working in teams, will apply the tools outlined in the course to their own entrepreneurial project. Students will be engaged in group work to carry out a Project Work activity using creative learning methods.

More specifically, the following are envisaged:

- Seminars on different content;
- Presentation of testimonials;
- Methodological seminars;
- Student laboratory activities;
- Team building;
- Excursions within the urban and suburban Bergamo area.

Assessment and Evaluation Methods

The final assessment method involves the evaluation of the Project Work with the involvement of all team members at the end of the course, in front of experts, teachers, and stakeholders involved in the delivery of the various modules.

In order to receive credits, participation in 75% of the in-person classes is required. The knowledge assessment will grant the student an eligibility status (i.e., idoneità).