



POLITECNICO
MILANO 1863

Master of Science in Management Engineering Stream Sustainable Operations and Social Innovation

Academic Year 2019-2020

Scenario and market needs 1/5



A paradigm shift, generating:

- ⦿ **new markets, new demand patterns** and **marketing challenges....**



Scenario and market needs 3/5

- ⦿ new challenges for **innovation**...



🕒 new challenges in **financing**...

The image shows a screenshot of the BlackRock website. At the top, the BlackRock logo is on the left, and navigation links for 'About Us', 'Newsroom', 'Insights', 'Investor Relations', 'Responsibility', and 'Careers' are on the right. A search icon is also present. Below the navigation is a dark blue banner with a bell icon and the text 'Access BlackRock's Q4 2017 earnings now.' with a close button. The main content area has a dark blue background with the text 'LARRY FINK'S ANNUAL LETTER TO CEOS' and 'A Sense of Purpose' in white. Below this, the text 'Dear CEO,' is visible. Overlaid on the bottom right of the screenshot is a white box with an orange border containing a Harvard Business Review article. The article is titled 'Serving Shareholders Doesn't Mean Putting Profit Above All Else' and is by Oliver Hart and Luigi Zingales, dated October 12, 2017. The category 'SOCIAL RESPONSIBILITY' is also visible.

- ⦿ new challenges in finding **logistic solutions** and **product lifecycle management...**



Learning outcomes 1/2

The course fits into the overall program curriculum pursuing some of the defined general learning goals. In particular, the course contributes to the development of the following capabilities:



• **Develop** new ideas and solutions in business and industrial scenarios evolving over time;

• **Understand** context, functions, processes in a business and industrial environment and the impact of those factors on business performance;

• **Design** solutions applying a scientific and engineering approach to face problems and opportunities in a business and industrial environment.

Learning outcomes 2/2

For each of the previous highlighted goals, the main expected learning outcomes are:

- **understanding** the concept of social innovation
- **re-interpreting** of the whole set of managerial notions that students are already provided
- **gaining the competences** to face the managerial challenges experienced by social ventures and established companies in developing social impact initiatives.

Job opportunities



Stream Architecture

POS	SEM	COURSE	ECTS	ECTS (GROUP)	SSD
7	1	Business in Transformation: Social and Sustainability Challenges Lab	15.0	15.0	ING-IND/17 ING-IND/35 SPS/04
8	1	Advanced and Sustainable Manufacturing	10.0	10.0	ING-IND/17
9	1	Social Innovation	5.0	5.0	ING-IND/35
10	1	De-Manufacturing	5.0	5.0	ING-IND/16
	2	Economics of Network Industries	5.0		ING-IND/35
	2	Health care Management	5.0		ING-IND/35
	2	International Distribution	5.0		ING-IND/17
	1	Operations Risk Management and Resilience	5.0		ING-IND/17
	2	Policy Analysis	5.0		SPS/04
		Geslm exam	-	5.0	
		Freelm exam	-	8.0	
		Final thesis	15.0	15.0	

The Lab is a **training arena** based on the idea of **learning by doing** and strengthening the student's **soft skills**.

- **Two intensive weeks** will allow you to better understand the impact of societal challenges on companies' business models and learn how to use the tools to enable the implementation of these novel business solutions.
- A **group work** will allow you to interact with **real-world companies** to define and apply a comprehensive **hands on project**, implementing novel solutions and evaluating short and long term impacts.
- **International faculty** with a multidisciplinary perspective.

Social Innovation

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