

## DESCRIPTION OF MINOR COURSE

<b>Name of the school :</b> <b>Haute école de gestion de Genève</b>	<b>Academic Year:</b> <b>2019-2020</b>
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FIRST PART: DESCRIPTION OF MODULE	
<b>1. Domain</b>	Business and Services
<b>2. Department</b>	International Business Management
<b>3. Minor name</b>	<b>Societal Entrepreneurship and Sustainable Management</b>
<b>4. Code</b>	31031
<b>5. Type of education</b>	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
<b>6. Number of ECTS Credits</b>	<b>6</b>
<b>7. Prerequisites</b>	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/> .....
<b>8. Teaching language</b>	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other: .....
<b>9. Objectives</b>	<p>Societal entrepreneurship and sustainable management is at the intersection of business for profit and business for purpose. It redefines businesses' vision, mission statement and strategy to create shared value and answer the big challenges of our times: climate change, ecological and energy transitions, searches for new forms of inclusive growth and participatory management, human rights issues in the globalized supply chain.</p> <p>In this perspective, this course aims to enable students to be able to:</p> <ul style="list-style-type: none"> <li>• understand and explain the big challenges of our times and the current trends in the field of sustainability and the positive economy;</li> <li>• understand how these issues affect business' vision and reshape their mission and business model;</li> <li>• carry out a CSR assessment using the B Impact Assessment tool, both for operational and business model aspects;</li> <li>• implement societal and sustainable management principles and tools in any type of organization and develop products and/or services based or not on market mechanisms</li> </ul>

<b>10. Contents</b> <i>(General themes and descriptions, the accurate content may change)</i>	<ul style="list-style-type: none"> <li>• Introduction to the big challenges of our times, sustainable development and societal entrepreneurship.</li> <li>• Redefinition of business vision, mission and strategy. Stakeholder analysis (assessing social and environmental impacts) and ISO 26000 standard</li> <li>• B Impact Assessment tool and build a materiality analysis</li> <li>• Societal entrepreneurship ecosystem, creation of societal value and innovative types of business model</li> </ul>
<b>11. Evaluation</b>	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> <li>• Mid-term assessments during weeks 1 to 14 according to the decision of the instructor.</li> </ul> <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>
<b>12. Remediation/repetition</b>	<input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam. <input type="checkbox"/> No remediation
<b>13. Coordinator / main instructor</b>	Eric Maeder
<b>SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN</b>	
<b>14. Level</b>	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other: .....
<b>15. Characteristics</b>	<input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
<b>16. Type</b>	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other: .....
<b>17. Time organization</b>	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Fall semester <input type="checkbox"/> Other