DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2023-2024

FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	**Corporate Social Innovation**
4. Code	31040
5. Type of education	☒ Bachelor ☐ Master ☐ MAS ☐ ☐ DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	☒ Validation of the modules in semesters 1 and 2 ☒ Attendance of the modules in semesters 3 and 4 for full-time students and semesters 5 and 6 for part-time students ☐ ………………………..
8. Teaching language	☐ French ☐ German ☒ English ☐ Other: …………………………..
9. Objectives	This course follows a path of exploring the need for corporate innovation (in contrast to entrepreneurial innovation). Corporate innovation is tackled from both an incremental and a radical innovation perspective. Considering how a corporation may enable/disable serial radical innovations at the ideation, developing and scaling stages. The final step on the journey is to understand how business and society converge in Corporate Social Innovation (CSI); where a corporation's resources, skills, and reach are ideally placed to deliver profit and address society's unmet needs. At the end of this course, students should be able to: • Demonstrate an understanding of types of innovation within corporate strategy. For example, comparing corporate innovation vs entrepreneurs, incremental vs radical innovation, social innovation to traditional innovation.

	• Articulate implications of methods of generating, evaluating, validating, and scaling innovation and identify enablers and inhibitors to Corporate Social Innovation.
	• Discuss paradoxes and dilemmas that arise in pursuing positive social impact and profit from an individual, organization and business and society perspective.
10. Contents *(General themes and descriptions, the accurate content may change)*	In an increasingly stressed world (environmentally and socially) corporations are expected to play an increasingly pivotal role in delivering innovations in products, processes and to meet societal needs. Corporations can possess significant resources (financial, knowledge) and global reach thus are well placed to both address business and unmet societal needs.

Corporations have significant resources (financial, employees) and global reach, consequently playing an increasingly pivotal role in delivering innovations in products, processes and solutions, addressing business and societal needs. These are important in an increasingly stressed world regarding social systems and the environment.
The themes of the course are structured around addressing the following questions.

1. Can corporations innovate?
   The contrast between corporate innovation and entrepreneurship
2. Why do successful corporations need innovation?
   The strategic need for innovation
3. Are there different types of innovation?
   Frameworks of innovation
4. What are the stages of innovation in corporations?
   Overview of the process of innovation
5. Where does ideation happen in a corporation?
   The diversity of ideation sources and implications
6. What are the stages of developing a particular corporate innovation?
   Pre-ideation to post-release processes
7. What is corporate social innovation?
   Business and society, compare CSR, CSI and philanthropy
8. Can/should corporations socially innovate?
   Paradoxes & dilemmas including stockholder vs stakeholders and profit, people, and planet.
9. Who does social innovation in corporations?
   The actors of social innovations (intrapreneurs)
10. How do corporations enable or inhibit social innovation? |
| **11. Evaluation** | The grading of the module shall be based on assignments throughout the course (in class and homework). These will be a combination of individual assignments and small group assignments, usually presented as a short-written document/table, a short presentation or questions to be answered. There is no final exam.

Assignments will be structured around the following topics: Frameworks of innovation, understanding innovation, Innovators dilemma, Embedded agency, Managing change, Greenwashing, Understanding ESG, and Summary report. |

12. **Remediation/repetition**	☒ 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. ☐ No remediation
13. Coordinator / main instructor	John Herniman

SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. **Level**	☐ Basic module ☐ Advanced module ☒ Specialised module ☐ Other: ………………….
15. **Characteristics**	☒ Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
16. **Type**	☒ Main module ☐ Module linked to main module ☐ Optional module ☐ Other: …………………..
17. **Time organisation**	☒ Module over 1 semester　　　☐ Module over 2 semesters ☒ Spring semester　　　☐Fall semester　　　☐ Other