DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2025-2026

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 first addresses why corporations must innovate and how this contrasts with the more popular entrepreneurial actors. The second step is to explore corporations that consistently radically innovate, analyzing the processes from ideation to the scaled release of innovations. The final step on the journey is to understand how business and society converge in Corporate Social Innovation (CSI) to meet stakeholders' and society's unmet needs. CSI combines learnings from innovation in corporations and startups and contemporary approaches for corporate social innovation. 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. Then, to apply this knowledge in consideration of design and strategy, understanding the scale and scope of undertaking successful corporate innovation and sustainable development goals.

The course considers innovation both from an individual (*intrapreneur*) and an *organizational* perspective

| 10. Contents *(General themes and descriptions, the accurate content may change)* | To adapt and thrive, corporations need to deliver innovations (incremental, radical), and due to increasing global pressure, innovations meeting both business and societal (social innovation) needs. This course looks at why and how corporations innovate and socially innovate, an often under-discussed topic due to popular attention focusing on entrepreneurial innovation.

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. How does ideation happen in a corporation?
   Forming the idea techniques
7. What are the early stages of developing a particular corporate innovation?
   Pre-ideation to ideation to prototype
8. What happens in getting from Prototype to Pilot?
   Risk, Cost, Assessment, Commitment
9. How do programs go from Pilot to Release?
   More Risk, Cost, Assessment, Commitment, safe release
10. After the release party, what happens?
    Post-release processes, what is next?
11. What is corporate social innovation?
    Business and society, compare CSR, CSI and philanthropy
12. Can/should corporations socially innovate? Why would they want to?
    Paradoxes & dilemmas. Stockholder vs stakeholders and profit, people, and planet.
13. Who does social innovation in corporations?
    The actors of social innovations (intrapreneurs)
14. How do corporations enable or inhibit social innovation? |

	Examples of barriers and enhancers of abilities 15. What processes can organisations use to sustain social innovation? 16. A holistic view of contemporary innovation and its paradoxes
11. Evaluation	The grading of the module shall be based on in-class assessments. There will be four (4) in total. Each assessment activity will contribute 20% of the final grade. They will comprise a combination of individual or group work delivered to the class in two forms, in-person presentations and short written documents. 20% of the grade is based on assignments/small case reviews that will form four (4) homework items during the semester.
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