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	**Social Entrepreneurship**
4. Code	31053
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 provides an in-depth, applied understanding of social entrepreneurship - where innovation, business acumen, and social impact converge. Students will understand the implications of the existence of 'social' or 'positive' businesses in the context of our wider political economic system, as well as learn to identify, assess, fund, and scale ventures that address pressing social and environmental challenges locally and globally. The curriculum explores the social entrepreneurial mindset, emphasizing sustainable impact models and the financial landscape of mission-driven enterprises. Through real-world case studies and insights from social ventures, students will examine various business models, from hybrid structures to for-profit enterprises with a social mission. A key focus is the introduction to impact investing and funding mechanisms, helping students understand how capital flows into social enterprises, what investors prioritize, and how social entrepreneurs secure funding. Additionally, the course delves into scaling strategies and systemic change, teaching students how to measure and communicate impact effectively to investors, policymakers, and other

stakeholders.

Finally, social entrepreneurial frameworks will form the basis of applied learning through discussions, workshops, team projects, and guidance from industry professionals. Students will refine their entrepreneurial, problem-solving, and business development skills by developing and pitching their own social enterprise ideas.

10. Contents *(General themes and descriptions, the accurate content may change)*	By the end of the course, students will be able to: - Explain core principles, frameworks, and global social entrepreneurial networks. - Analyze real-world social enterprises and impact investment models to understand success factors. - Apply entrepreneurial tools to develop impactful solutions for social challenges. - Understand the design of sustainable business models that balance financial viability and measurable impact. - Distinguish key funding strategies, including impact investing, mission-driven financing, and blended finance. - Evaluate how enterprises measure social impact and use systems thinking to address root causes. - Explore strategies for scaling social enterprises, with insights from global ventures and emerging markets. - Examine the role of gender, equity, inclusion, and climate-focused entrepreneurship in driving sustainability and equity outcomes. - Engage with industry leaders, case studies, and practitioners to explore career paths in social entrepreneurship and impact investing. - Design, develop and pitch a viable, sustainable social business idea in groups.
11. Evaluation	The grading of the module shall be based on: - Mid-term assessments during weeks 1 to 15 according to the decision of the instructor. (The methods and weightings are communicated by the instructor before the evaluations)
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	Audrey Selian

SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN

14. Level	☐ Basic module ☐ Advanced module ☒ Specialized 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 organization	☒ Module over 1 semester ☐ Module over 2 semesters ☐ Spring semester ☒ Fall semester ☐ Other