

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2026-2027
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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	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	<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
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other :
9. Objectives	<p>This course provides an in-depth and applied understanding of social entrepreneurship, where innovation, business acumen, and social impact intersect. Students will explore the role of social and purpose-driven enterprises within the broader political and economic system, while learning how to identify, assess, fund, and scale ventures that address pressing social and environmental challenges at both local and global levels.</p> <p>The course introduces the social entrepreneurial mindset, emphasizing sustainable impact models and the financial landscape of mission-driven organizations. Through real-world case studies and insights from social ventures, students will examine a range of business models, from hybrid organizational structures to for-profit companies with explicit social missions.</p> <p>A key focus of the course is impact investing and innovative funding mechanisms. Students will learn how capital flows into social enterprises, what impact investors prioritize, and how social entrepreneurs secure and structure funding. The course</p>

	<p>also explores strategies for scaling social innovation and achieving systemic change, including how organizations measure and communicate impact to investors, policymakers, and other stakeholders.</p> <p>Social entrepreneurship frameworks form the basis of applied learning through discussions, workshops, team projects, and engagement with practitioners. Students will strengthen their entrepreneurial thinking, problem-solving, and venture development skills while developing and pitching their own social enterprise ideas.</p>
<p>10. Contents <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>By the end of the course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the core principles, frameworks, and global social entrepreneurial networks • Analyze real-world social enterprises and impact investment models to identify key success factors • Apply entrepreneurial tools to develop impactful solutions for social challenges. • Develop sustainable business models that balance financial viability with measurable social impact • Distinguish key funding approaches, including impact investing, mission-driven financing, and blended finance • Evaluate how organizations measure and communicate social impact using systems-thinking approaches • Examine strategies for scaling social enterprises, with insights from global ventures and emerging markets. • Assess the role of gender, equity, inclusion, and climate-focused entrepreneurship in advancing sustainable development outcomes • Engage with industry leaders, case studies, and practitioners to explore career pathways in social entrepreneurship and impact investing • Design, develop and pitch a viable and sustainable social enterprise concept as part of a group project
<p>11. Evaluation</p>	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • Mid-term assessments during weeks 1 to 15 according to the decision of the instructor. <p>(The methods and weightings are communicated by the instructor before the evaluations)</p>
<p>12. Remediation/repetition</p>	<p><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.</p> <p><input type="checkbox"/> No remediation</p>
<p>13. Coordinator / main instructor</p>	<p>Audrey Selian</p>

SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:
15. Characteristics	<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 »)
16. Type	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:
17. Time organization	<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