



**Academic Year 2024-2025**  
**Syllabus**  
**Social Innovation**  
**CFU 6**  
**Dr. Simona Sinesi**

### **Course Description**

Young leaders of today are the key to real change and innovative solutions for the most pressing world's problems. What they need are the right tools, the right network, a clear vision, and more opportunities to grow.

This course inspires young leaders to unleash your potential and make an impact in the world, to connect with their purpose and supports them to solve challenges faced by real-life social businesses.

The course will guide the students through the Roadmap to Social Innovation: 9 topics that unfold through four lenses of social entrepreneurship (WHO, WHY, WHAT, HOW) that allow the students to understand what are the required steps to build a social enterprise managing to combine impact with business.

In specifics will give to students a perspective on the path that leads from the idea to the birth of the social enterprise, through the analysis of social challenges, the focus on the problem to be solved, the formulation of the Vision and Mission Statement, and the definition of the solution and the products/services to offer.

The course will define how to:

- Find your purpose
- Align personal and professional goals to boost motivation. Learn how to find purpose and connect it to the social impact you want to have, work remotely, lead effectively, and define a clear vision for your new social business ideas.
- Grow your own social business project
- Learn new tools and skills required in social business entrepreneurship. Learn how to define and solve problems, boost creativity, and how to scale up your social business ideas quickly by:
  - analysing the social challenge and to focus the problem to be solved
  - formulating the Vision and Mission Statement
  - defining the solution and craft the products /services to offer
  - creating alliances to enhance the impact
  - building social business models
  - growing through Scaling, Replication and Transfer.
- Communicate your Impact
- Build lean presentations to communicate impact

### **Rock your pitch**

Collaborate with other students and design social business models using real case studies to solve social problems. Master pitch fundamentals, storytelling for impact, and internal and external communication techniques.

## Schedule of Topics

<b>Topic 1</b>	<b>WHY &amp; WHO: New times, new leadership - Entrepreneurs and companies with a social impact</b>
<b>Topic 2</b>	WHAT: From the analysis of social challenges to the definition of the solution
<b>Topic 3</b>	HOW: Create alliances for impact - involve stakeholders to generate systemic change
<b>Topic 4</b>	HOW: Enhancing the impact
<b>Topic 5</b>	HOW: Financing the impact - building a Social Impact Business Model and attracting donors and investors
<b>Topic 6</b>	HOW: Presenting the impact - attracting funding through the "perfect pitch
<b>Topic 7</b>	HOW: Communicating the impact - raising awareness, informing, disseminating and involving through advocacy and communication campaigns
<b>Topic 8</b>	HOW: Growing - Scaling, Replicating & Transfer
<b>Topic 9</b>	WHO & WHAT: 9+ 1 Extraordinary Stories 9+1 things you need to have if you want to become a social entrepreneur 9+1 Top Tips

### Case study:

Grameen Bank the social business founded by Prof. Muhammad Yunus Peace Prize Nobel Laureate

Mandatory textbooks and materials both for attending and not attending students

Sinesi S. Social Impact in your hands, Egea

Yunus M. Banker to the poor

Counts A. Changing the world without losing your minds

Further readings and materials (presentations included) will be shared with the students during the lessons.

### Teaching Method

Each lesson will be divided into three sections:

The first section will be dedicated to the theoretical aspects related to the topic addressed.

The second one will be a team project, which will involve the co-design of a social business project that will address a social problem chosen by the students

The third session will be a pitch gym to exercise for the final pitch

## Assessment

ATTENDING STUDENTS: The exam will consist in a final pitch of the social business project and an oral exam to touch base on the different topics based on the mandatory textbooks.

NOT ATTENDING STUDENT:

The exam will consist in a final pitch of the social business project and an oral exam to touch base on the different topics based on the mandatory textbooks.

**NOTE:** If you are an Erasmus or a non Global Governance student who would like to attend one or more courses in the Global Governance programme, please be aware that, before enrolling in the course, you should have read the code of conduct and the procedural rules characterizing our programme. We assume that, if you enroll in the course, you have read and accepted all Global Governance values and rules. Notice that attendance is expected from the very first lesson and you need to attend at least 80% of the course to be considered an attending student.

## Description of the methods and criteria for testing learning

The examination assesses the student's overall preparation, ability to integrate the knowledge of the different parts of the programme, consequentiality of reasoning, analytical ability and autonomy of judgement. In addition, language property and clarity of presentation are assessed, in accordance with the Dublin descriptors (1. knowledge and understanding; 2. applying knowledge and understanding; 3. making judgements; 4. learning skills; 5. communication skills).

The final grade will be related 70% to the degree of knowledge and 30% to the expressive capacity (written and oral) and autonomous critical judgement demonstrated by the student.

The examination will be graded according to the following criteria:

Unsuitable: important deficiencies and/or inaccuracies in the knowledge and understanding of the topics; limited capacity for analysis and synthesis, frequent generalisations and limited critical and judgement skills; the topics are exposed in an incoherent manner and with inappropriate language.

18-20: barely sufficient knowledge and understanding of the topics, with possible generalisations and imperfections; sufficient capacity for analysis, synthesis and autonomy of judgement; the topics are frequently exposed in an inconsistent manner and with inappropriate/technical language;

21-23: surface knowledge and understanding of the topics; ability to analyse and synthesise correctly with sufficiently coherent logical argumentation and appropriate/technical language.

24-26: fair knowledge and understanding of the topics; good analytical and synthetic skills with rigorously expressed arguments but not always appropriate/technical language.

27-29: complete knowledge and understanding of the topics; considerable capacity for analysis and synthesis. Good autonomy of judgement. Arguments presented in a rigorous manner and with appropriate/technical language.

30-30L: very good level of knowledge and thorough understanding of topics. Excellent analytical and synthetic skills and independent judgement. Arguments expressed in an original manner and in appropriate technical language.

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