



**Academic Year 2022-2023
Syllabus
Social Innovation
CFU 6
Dr. Adedapo Adebajo**

Course Description

This course introduces students to social innovation theory and its productive processes and strategies, and enlightens on the role, purposes and innovative activities of social entrepreneurs, social change activists, political actors, public administrators, profit companies, social enterprises, NGOs, and financial bodies. The objective of the course is to share with the students, concepts and knowledge related to the changes of the economic processes and its implications on people, communities, and society. The expected impact of the course is to improve the awareness of the students for their professional choices, and to promote changes in their trajectories to open new opportunities of value generation through the social entrepreneurial approach.

The course will explore this topic from different perspectives:

- the historical evolution and theories of the social innovation
- the intersection of corporate social responsibility and social innovation
- the relation between the impact theory and practice and the return for the society in terms of economic, social, and environmental sustainability
- the social impact management: design, measurement, and evaluation
- the finance of social innovation: social impact bond and pay by results models
- the adoption of design thinking for social innovation
- the various elements and rudiments of value creation through social innovation

Schedule of Topics for Lectures

Topic 1	Making sense of social innovation: definition, evolution and theories
Topic 2	Corporate social responsibility and innovation
Topic 3	Social entrepreneurship and socially entrepreneurial ventures
Topic 4	Value creation through social innovation
Topic 5	Social impact assessment: measuring and reporting on social impact
Topic 6	Social impact bonds and pay by results model
Topic 7	Business modeling: canvas and social canvas
Topic 8	Design thinking for social innovation
Topic 9	Social innovation in the post-pandemic world

Schedule of Topics for Seminars

Topic 1	The stages of social innovation process: Introduction
Topic 2	The first stage: Prompts, inspiration and diagnoses
Topic 3	The second stage: Proposals and ideas
Topic 4	The third stage: Prototyping and pilots
Topic 5	The fourth stage: Sustaining
Topic 6	The fifth stage: Scaling and diffusion
Topic 7	The last stage: Systemic change

Dates and Activities for Lectures and Seminars

Date	Activity
October 31	Lecture 1
November 3/4	Seminar 1/2
November 7	Lecture 2
November 10/11	Seminar 3/4
November 14	Lecture 3
November 17/18	Seminar 5/6
November 21	Lecture 4
November 24/25	Seminar 7/8
November 28	Lecture 5
December 1/2	Seminar 9/10
December 5	Lecture 6
December 12	Lecture 7
December 15/16	Seminar 11/12
December 19	Lecture 8
December 20	Lecture 9

Possible case studies for the students (subject to change):

- Open Impact: how to use digital platforms for measuring and visualizing the social value
- AlpSib project: the use of social impact bond for NEET
- Capodarco project: the disruption of the business models of the social cooperatives
- CLT project: how to rethink the housing market
- Refugees Welcome: the social innovation for addressing the challenge of migration
- Education projects: the use of open technologies for a new model of knowledge creation and sharing
- Urban and Rural Regeneration projects: the social innovation approach to the sleeping assets for new forms of value generation processes

Teaching Method

1. Each lecture will be divided into two sections:
 - The first section will be dedicated to the theoretical aspects related to the topic addressed.
 - The second one will be a practical aspect where students work in groups to co-design solutions to a social problem.
2. Each seminar will entail students appraising and discussing a case study in groups.

Assessment for attending students:

Students will be examined in two ways: a group project and an individual coursework.

Assessments	Deadline or exam period	Weighting out of 100%*	Maximum length
Group project	13/1/2023	40%	20 minutes video presentation
Individual coursework	30/1/2023	60 %	2500 words

Details of the group project:

- Students are to form teams of 9-10 members.
- Each team is to co-design innovative and sustainable solution to a social problem.
- Each team will work on their ideas during seminars
- Teams are to create a 20-minute video presentation that details how they used an innovative and sustainable approach to solve a social problem.

Details of the individual coursework:

Students are to write an essay of 2500 word count during the examination period (details will be revealed on the 20th of December 2022)

Assessment for non-attending students:

Students who are classified as non-attending students will be assessed with an essay and a report.

Assessments	Deadline or exam period	Weighting out of 100%*	Maximum length
First Essay	13/1/2023	40%	2500 words
Second Essay	30/1/2023	60 %	2500 words

Details of both essays for non-attending students will be revealed on the 20th of December 2022.

Textbook and materials

- Lane D, Purnan D, Leeuw S E, West G. **Complexity Perspectives in Innovation and Social Change**
- Mulgan G. **Social Innovation: How Societies Find the Power to Change**
- Cronin M, Dearing, T. **Managing for Social Impact**
- Michelini L. **Social Innovation and New Business Models**
- Porter M., Kramer M., 2006. **Strategy and Society – The link between Competitive advantage and Corporate Social Responsibility**
- Mintzberg H. 2009. **Rebuilding companies as communities** – Harvard Business Review
- Mintzberg H. 2015. **Why Corporate Social Responsibility Isn't a Piece of Cake** – Harvard Business Review.

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