



School of International Business

Academic Year: 2025/26

80149 - Social Business Transformation

Teaching Guide Information

Subject: Elective

Term: First term

Number of credits: 6.0

Teaching language:

Plenary session: Group 1: English

1. Basic description

Academic center: Escola Superior de Comerç Internacional

Degree / Course: International Business Programme (IBP)

Contact hours: 45

Total number of hours committed: 150

Lecturers: Shushanta Acharjee (shushanta.acharjee@esci.upf.edu)

Timetable: [SIGMA Schedule](#)

Office hours: Every Monday, 12pm - 13pm

2. Presentation of the course

This course explores the role of social business in addressing pressing global and local challenges. It covers theories, frameworks, and real-world applications of social change models through innovative approaches in entrepreneurship, policy, and technology. Students will learn how to design, assess, and implement socially impactful initiatives.

Key Questions Addressed:

- What is social innovation, and why is it important?
- How can innovative business models address social and environmental challenges?
- What are the best practices for scaling social innovation effectively?
- How do social enterprises and impact-driven organizations operate and sustain themselves?
- How can students apply social innovation frameworks to real-world scenarios?
- How can traditional businesses transform into socially responsible enterprises?
- What strategies drive systemic change through social entrepreneurship?

3. Educational and learning process outcomes

I. GENERAL COMPETENCES

1. INSTRUMENTAL COMPETENCES

- G.I.1. Ability to research, analyse, assess and summarise information.
- G.I.2. Ability to relate concepts and knowledge from different areas.
- G.I.3. Ability to organise and plan.
- G.I.4. Ability to take decisions in complex and changing situations.
- G.I.5. Oral and written competence in communicating in English.

2. GENERIC PERSONAL COMPETENCES

- G.P.1. Ability to adapt and work in and lead international, multicultural, interdisciplinary, competitive, changing and complex groups.
- G.P.2. Ability to control behaviour and emotions.
- G.P.3. Serious moral and ethical sense and commitment.
- G.P.4. Critical attitude.

3. GENERIC SYSTEMATIC COMPETENCES

- G.S.1. Ability to view things creatively.
- G.S.2. Ability to observe.
- G.S.3. Ability to think globally.
- G.S.4. Entrepreneurial ability.
- G.S.5. Ability to learn on one's own.
- G.S.6. Ability to be proactive, make suggestions, develop and implement initiatives and changes within the organisation.

II. SPECIFIC COMPETENCES

1. DISCIPLINARY COMPETENCES

- E.D.1. Facilitate understanding of the determinants and consequences of international trade and of international financial transactions.
- E.D.2. Recognise and assess the duties of international economic institutions and their impact on business activity.
- E.D.3. Understand and recognise the geopolitical, social and cultural dimension of many economic activities.
- E.D.4. Provide an economic and political perspective of different areas in the world and facilitate a critical comprehension of their current processes of evolution.
- E.D.5. Identify the economic, cultural, political, legal, democratic and technological environments that may represent opportunities and threats for the development of business activity at a worldwide level.
- E.D.6. Understand the primary legal implications of business activity, especially with regard to businesses' internationalisation processes.
- E.D.7. Be familiar with international economic institutions and evaluate their influence on economic growth, international trade and financial relationships.
- E.D.8. Analyse the organisation of businesses based on economic principles that make it possible to identify the most determining factors in results.
- E.D.9. Introduce and develop the terminology, concepts and practices involved in financial accounting and cost accounting.
- E.D.10. Expand upon basic and technical financial analysis concepts and how they apply to international transactions.
- E.D.11. Introduce the basic tools for marketing and abilities for planning business strategies.

2. PROFESSIONAL COMPETENCES

- P.1. Ability to understand the decisions taken by economic agents and their interaction in the markets.
- E.P.2. Ability to analyse economic and market indicators when taking decisions within the organisation.
- E.P.3. Ability to assess the changes that occur in the context of various international agreements that affect the economic relations of different countries and the capacity of the companies.
- E.P.4. Ability to relate and analyse current historical economic events with knowledge about the economy.
- E.P.5. Ability to take strategic business decisions that take into account economic, cultural, social and political determinants specific to each area.
- E.P.6. Ability to understand and use the principal legal schemes governing trade relations with EU countries.
- E.P.7. Illustrate the reality of business by using activities such as visits and lectures given by executives or by preparing case studies.

- E.P.8. Be able to take functional decisions within an organisation with international activity.
- E.P.9. Assess and discuss the economic and financial position of an organisation.

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

4. Contents

Module 1: Behavioral Science and Social Innovation

- 1.1 Understanding Human Behavior and Psychology for Driving Social Change
- 1.2 Behavioral Economics and Decision-Making in Social Innovation
- 1.3 Nudging and Incentivizing Social Impact

Module 2: Culture and Social Innovation

- 2.1 Cultural Influences on Social Entrepreneurship
- 2.2 Inclusive Innovation in Diverse Communities
- 2.3 Case Studies on Cultural Adaptation in Social Innovations

Module 3: Introduction to Social Innovation

- 3.1 Definitions, Historical Perspectives, and Evolution
- 3.2 Social Innovation vs. Commercial Innovation
- 3.3 Key Stakeholders: Governments, NGOs, Corporations, and Social Enterprises

Module 4: Social Entrepreneurship and Impact Business Models

- 4.1 Understanding Social Enterprises
- 4.2 Designing Business Models for Social Impact
- 4.3 Hybrid Models: Balancing Profit and Purpose
- 4.4 Case Study Analysis (Grameen Bank, TOMS, etc.)

Module 5: Innovation for Sustainable Development

- 5.1 The Role of SDGs in Social Innovation
- 5.2 Circular Economy and Sustainable Business Practices
- 5.3 Inclusive Innovation and Community-Led Development

Module 6: Funding and Scaling Social Innovation

- 6.1 Impact Investment and Social Finance
- 6.2 Crowdfunding, Philanthropy, and Public Sector Support
- 6.3 Strategies for Scaling Social Ventures and Measuring Impact

Module 7: Technology and Social Innovation

- 7.1 Tech for Good: AI, Blockchain, and Digital Inclusion
- 7.2 Open Innovation and Co-Creation with Communities
- 7.3 Ethical Considerations in Technology-Based Innovations

Module 8: Measuring and Evaluating Social Impact

- 8.1 Methods for Assessing and Reporting Social Impact
- 8.2 Social Return on Investment (SROI)
- 8.3 Key Performance Indicators (KPIs) in Social Innovation

Module 9: The Future of Social Innovation

- 9.1 Policy and Regulatory Frameworks for Social Business
- 9.2 The Role of Education and Universities in Advancing Social Innovation
- 9.3 Personal Action Plans: Building Careers with Social Impact

5. Assessment

Assessment Element	Weight (%)
Case Study Analysis and Presentations (Individual)	10%
Social Innovation Project (Group)	20%
Active Participation (Workshops, Discussions, Class Engagement)	20%
Midterm	25%
Final Exam	25%

Taking the final exam is a necessary condition to pass the subject. In case of not attending the final exam, the student will obtain the “not presented” qualification.

Total or partial copy and/or plagiarism will imply a failure in the subject with a final grade of zero points and no access to the make-up exam. According to the academic regulations specified in the Disciplinary rules for students of Universitat Pompeu Fabra, other additional sanctions may apply depending on the seriousness of the offence.

In case of divergence between the evaluation criteria established in the Learning Plan and the Teaching Guide, those established in the Learning Plan will prevail.

6. Sustainable Development Goals

This course aligns with several SDGs to ensure that students grasp the broader impact of social innovations:

- SDG 1: No Poverty ? Understanding how social enterprises contribute to poverty reduction.
- SDG 3: Good Health and Well-being ? Innovations in healthcare and mental well-being.
- SDG 5: Gender Equality ? Examining social innovations that address gender disparities.
- SDG 8: Decent Work and Economic Growth ? Encouraging ethical entrepreneurship and impact-driven businesses.
- SDG 9: Industry, Innovation, and Infrastructure ? Exploring how technology fosters social impact.
- SDG 11: Sustainable Cities and Communities ? Urban innovations that enhance sustainability and inclusivity.
- SDG 13: Climate Action ? Role of social innovation in environmental sustainability.