

RUTGERS

Institute for Corporate
Social Innovation

Testimonials :

“The guest speakers were amazing!”

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**INTRODUCTION TO
CORPORATE SOCIAL
INNOVATION COURSE
TAUGHT BY PROFESSOR
JEANA WIRTENBERG, PH.D**

2024

REGISTER NOW FOR THE FALL 2024 SEMESTER !

What is Corporate Social Innovation

Corporate Social Innovation (CSI) is a transformative approach to addressing global challenges by integrating sustainability, social entrepreneurship, and philanthropy into business practices.

COURSE REGISTRATION DETAILS:

- Mondays 6PM-9PM
- Fall Semester 2024
- 22:620:590:40/Index 02475
- Virtual -3 credit course
- Open to MBA/Grad students

ABOUT THE COURSE

Develop a greater understanding of the global challenges facing society, and how Corporate Social Innovation strategies and initiatives can address those challenges while simultaneously being good for the businesses undertaking them. Through a mixture of guest speakers, readings, and case studies, we will answer all of your questions while providing you with the knowledge needed to integrate social innovation, sustainability, social entrepreneurship and shared value creation into everything you do in your future careers.

** This course serves as an Optional Elective for both the Strategy and Leadership tracks of the Strategy and Leadership concentrations.