

Attention MBA Students

Enroll Now for the **ONLINE [Synchronous Remote]** **Special Topic Fall 2021 Course** **Introduction to Corporate Social Innovation***



Monday's 6-9 p.m., Fall 2021 Semester



22:620:590 Section 40, Index # 11124, 3 credit course

*Open to all MBA & Rutgers Stackable Business Innovation (rSBI) Students



Professor Jeana Wirtenberg

This course provides a foundation to begin to prepare the next generation of business leaders to integrate social innovation, sustainability, and shared value creation into the core of their operations, culture, and intrapreneurial ventures.

The course is designed to help students develop a greater awareness and understanding of the global challenges facing society, and how social innovation strategies and initiatives can address those challenges while simultaneously being good for the firms undertaking them. The course addresses both the challenges and the opportunities of corporate social innovation, while focusing on the private sector's current and future roles in addressing these challenges in innovative ways.

This highly interactive class includes outstanding industry guest speakers.

Previous students rated the extent to which the course helped them define corporate social innovation and why it matters a 4.9 out of 5.

For more information, visit business.rutgers.edu/ricsi

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