

## Impact Management and Measurement

UGRA\_016193

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Departments	Department of Strategy & General Management
Teaching Languages	English
ECTS	5
Teacher responsible	Lisa Hohenberger - lisa.hohenberger@esade.edu

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### Course Goals

This course will provide students with detailed knowledge of how to measure and manage impact.

At the end of the course, students should be able to:

- Understand how to make impact actionable in any organization
- Follow the process of impact measurement and handle the main tools and frameworks
- Apply impact measurement and management in concrete projects

### Teaching methodology

This course will be taught by a team of researchers and practitioners with extensive knowledge of impact measurement. It will include many practical exercises and projects that will allow students to move between theory and practice.

**NOTE:** Students must achieve a minimum grade of 5.0 on the final exam(s) of a course to be eligible to pass the course; a grade lower than 5.0 in the exam will become the student's final grade without averaging in other assessments. This rule applies to retake exams as well.

### Description

#### Short description

This course provides students with a deep understanding and insight into how to measure and manage impact. We will discover and use the main tools and frameworks in impact measurement and apply them to different types of organizations including social enterprise, corporates, foundations, impact funds and public sector organizations. We will also consider different lenses that help us view impact from the perspective of key stakeholders. This course aims to be practical and expose students to real life challenges faced by practitioners that students will work on in teams. There will also be individual assessments including a final exam.

## Activities

- In-class discussions and debates
- Analytical exercises
- Quizzes/tests
- Practical exercises with professional software
- Group presentations
- Interaction with visiting guest professionals
- Project development and presentation
- Projects with companies and consulting projects
- Case study analyses

## Assessment

Tool	Assessment tool	Category	Weight %
Written and/or oral exams	Individual exam	Retake and ordinary round	40.00%
Attendance and punctuality	Individual class participation	Retake and ordinary round	20.00%
Group project	Group work	Retake and ordinary round	40.00%

### PROGRAMS

- BITLASI22-Bachelor in Transformational Leadership and Social Impact (Undergraduates: Business)
- BITLASI22 Year 4 (Optative)