

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2025-2026
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Course name	Diversity in the Digital Age
4. Code	31008
5. Type of education	☒ Bachelor ☐ Master ☐ MAS ☐ ☐ DAS / CAS / single days
6. Number of ECTS Credits	5
7. Prerequisites	☒ Validation of the modules in semesters 1 and 2 ☒ Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students ☐
8. Teaching language	☐ French ☐ German ☒ English ☐ Other:
9. Objectives	Diversity has become a central concern in the digital age both for positive and negative reasons. On the positive side, diversity has proven to bring several unique and significant advantages to businesses: greater creativity and innovation, better decision-making with less fatal mistakes, improved performance, and better market understanding. These benefits have convinced the majority of multinational corporations to invest resources and effort into diversity initiatives, especially in their innovation and engineering teams. On the negative side, the last decade has been marked by a series of events that have pressured Western societies and businesses to pay greater attention to issues of diversity and inclusion. Following social movements such as #MeToo or Black Lives Matter, discussions around how digital technologies shape and reinforce exclusion are now a central concern in organizations. The distrust in companies has been at an all-time high in the past few years, especially among the younger generations (Gen Z and

	Millennials). Repairing this damage requires companies to be committed to engaging with social issues. For all these reasons, several studies have predicted that diversity literacy will be one of the four main skills that leaders will be required to have by 2030. This course will equip students with a set of skills and tools to address the issues and opportunities of diversity in the digital age. By the end of the class, students can expect to be able to: • Understand the key concepts and definitions of diversity in business • Recognize the opportunities and advantages provided by diversity and develop a business case for the digital industry • Understand the main challenges related to diversity in digital transformation and identify remedial solutions and strategies for businesses • Think critically about issues of exclusion and inequalities in the digital world • Develop the attitude and skills required for inclusive leadership • Learn how to leverage digital technologies for greater social inclusion according to the UN Sustainable Development Goals • Use a toolbox for inclusive design: Tarot cards of tech, Capability wheel, Diversity map, Causal layered analysis The class does not require students to have any prior knowledge and will be based on principles of inclusion so that all worldviews can be considered and discussed in a safer environment.
10. Contents <i>(General themes and descriptions, the accurate content may change)</i>	Part 1: The power of diversity in business • Definition of diversity and inclusion • Role of diversity in digital innovation • Future of work and diversity Part 2: Applying diversity • Diversity challenges in digital transformation • Digital accessibility • Inclusive design Part 3: Ethics of diversity • Biases in artificial intelligence and data • Digital divide and inequality • Digital technologies to promote inclusion and equity • Critical thinking tools and techniques
11. Evaluation	The grading of the module shall be based on: • Individual learning journal – 40% • Midterm group presentation – 30%

	• Final group dissertation – 30%
12. Remediation/repetition	☒ Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam. ☐ No remediation
13. Coordinator / main instructor	Hazbi Avdiji
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	☐ Basic module ☐ Advanced module ☒ Specialized module ☐ Other:
15. Characteristics	☒ Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
16. Type	☒ Main module ☐ Module linked to main module ☐ Optional module ☐ Other:
17. Time organization	☒ Module over 1 semester ☐ Module over 2 semesters ☒ Spring semester ☐ Fall semester ☐ Other