

Micro-course template

Module: Social responsibility of new tech solutions

Academic year: 2023/24

Credits: 1 ECTS

Lecturer: Barbara Hegyi, Dr.

Institution: ELTE

Period: from 10th March to 31st May, 2024

Description: The course aims not only to form the entrepreneurial mindset and innovative thinking of students but strives to highlight all the potential aspects of social responsibility when it comes to innovative ventures. In this experimental field, the course designer and educator cannot state general truths, just lead the way, on how students can detect facts, cases, and examples from the practices of tech companies.

New processes in the economy initiate a shift in the goals of social and business ventures, business actors strive to do or show more in the field of social responsibility which leads to new phenomena in some sectors. CSR 2.0 recommendations appeared for new ventures in emerging tech fields on how to avoid the unintended bad usage of their solutions and cases show that more and more stakeholders expect transformational corporate social responsibility strategies from their partners in which strategic approach social responsibility elements are integrated parts of the business strategy, all the potential social aspects are embedded into the innovation processes.

The short lecture parts are to initiate thought-provoking questions around the different dimensions of social responsibility, while the synchronous sessions' methodology was designed to enable the most interactive and engaging atmosphere.

The turbulent changes in the social, business and political environment offer us specific topics in the field of the corporate social responsibility (CSR) activities in crisis situations. Through the introduced and later individually analysed cases students can have a better understanding of the two-faced CSR strategies and the pressing importance of the integrity of social responsibility elements in all business strategies. Participants are also expected to identify shifts in trends towards more responsible business models, uncovering misleading CSR strategies.

All the different assignments and lectures are part of those building bricks that help the students to prepare for their final presentation: it can be the introduction of their imaginary innovative thoughts for profit social startup, a proposal for a socially more responsible strategy for an existing innovative company, or an imaginary tech startup that has a strong focus on a social problem.

Students' individual presentations will demonstrate not only their ability in the application of social aspects of new tech innovations, but also their engagement to use the approach we formed together in all possible innovation processes.

Entrepreneurial areas and competencies:

Areas	Entrepreneurship Competences	Level of acquisition	Category of competences	Evaluation / Competence assessment method
1. Ideas and opportunities	1.2. Creativity	C3	Analyzing	<p>Technique: 1-2 slides, chapter of the final presentation (on responsible innovative idea)</p> <p>Theme: How the idea for change can improve the life, processes or business opportunities of the target group within Chapter 5 (synchronous).</p> <p>Learning outcome: students perform an analysis of the impact of the proposed change (in relation to individual idea) on the target group</p>
	1.5 Ethical and sustainable thinking	C2	Applying	<p>Technique: 1-2 slides, chapter of the final presentation (on responsible innovative idea)</p>

				<p>Theme: Leveraging positive social impact as a competitive edge within “The age of for-profit social ventures?” “Chapter 3, synchronous session.</p> <p>Learning outcome: proposal for building the features of a responsible innovative idea (chapter of the final presentation): defining social impact and the sustainability aspect, the ethical concerns in relation to the new idea) Rethinking existing processes and solutions, proposing changes</p>
2. Resources	2.3 Mobilizing resources	C1	Understanding	<p>Technique: 1 slide as chapter of the final presentation (responsible innovative idea)</p> <p>Theme: Necessary means to run</p>

				<p>a responsible idea project (Chapter 7)</p> <p>Learning outcome: students develop a description for identifying those resources that are needed to run the project</p>
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Module delivery :

Delivery	Activity (in chronological order)	Hours	Dates	Content and materials
	<p>Assignment 1 hours –sharing thoughts: <i>completion of a thought-provoking questionnaire about tech companies and social responsibility – (before the introductory lecture)</i></p>	1		<p><i>Identifying attitudes in social responsibility</i></p> <p>Preliminary assessment of students' attitudes on social responsibility (Questionnaire)</p>
Asynchronous	<p>Assignment: 20 mins – personal notes as takeaways from the Introductory session, highlighting the special elements for responsible innovations Personal interpretation (notes) of the students on how striving for real positive social impact and profitability can go together?</p> <p>Assignment: 10 mins – quizze Short quiz in relation to the main topics</p>	0,5	-	<p>Introductory lecture (Chapter 1 and Chapter 3) and structured warm.in discussion about the role of social responsibility for innovative ventures</p>

	introduced in the first synchronous session			
	<p>Individual student work – 3 hours: <i>Lecture readings//Case videos</i> Reading articles and learning from case videos in relation to social responsibility of innovative ventures</p> <p>Assignment: 1 hour: <i>preparing submissions (as subjective interpretations) with the most relevant factors of responsible business models</i></p>	4		The most relevant factors of responsible business models – case collection (available on learning management system)
	<p>Assignment -2,5 hours: <i>Research assignment for detecting and introducing a relevant case:</i> Writing an essay about the detected case (misuse, bad usage or other controversial example) in relation to the social impact of new technologies -1,5 pages</p>	2,5		Sources identified by students for individual research
	<p>Assignment 2 hours: Identification of problems in the intersection of social responsibility and competitiveness</p> <p>1-1,5 pages: mapping and explaining problems in the intersection of profitability and social responsibility</p>	2		<p>Chapter 2 : Controversial cases and two-faced CSR strategies of big tech and industrial giants (1st synchronous session)</p> <p>Chapter 6: Defining the social, sustainability and digital transformation aspects of an innovative idea (2nd synchronous session)</p>

	<p>Assignment –3 hours: Introduction of a proposal for change – Final presentation</p> <p>Assignment: proposing an individual idea. developing sustainability and social responsibility aspects, analysis of the impact of the proposed change for the target group, identification of resources, benchmark, idea proposition, USP, communication, collaborations, structure) – slides of final presentation</p>	3		Chapter 1, 2, 3, 4, 5, 6, 7 and 8 from the synchronous sessions
Synchronous	<p>Attend : Introductory lecture 1,5 hour: listening to the lecture and analyzing the examples together</p> <p>Participate: 1, 5 hour: actively participating in the warm-in discussion</p>	3	12th March, 2024	<p>Introductory lecture and warm-in discussion about the role of social responsibility for innovative ventures</p> <p>Chapters to be introduced: Chapter 1: The shift towards greener and more responsible solutions Chapter 2: Controversial cases and two-faced CSR strategies of big tech and industrial giants Chapter 3: The age of for-profit social tech ventures? Chapter 4: CSR 2.0 and beyond for new tech ventures Chapter 5: Responsible innovation and the innovator’s responsibility</p>

	<p>Attend – 1,5 hours: <i>Special pitch training for final presentations, focusing on the social responsibility factor as a potential competitive edge (lectures)</i></p> <p>Present: 1,5 hours: <i>students introduce their core ideas in small groups and get feedback from peer students and mentors</i></p> <p>Participate in discussion – 0,5 hour: <i>connecting the presented ideas</i></p> <p><i>Parallel sessions</i></p>	4,5	11 th April, 2024	<p>Chapter 6: Defining the social, sustainability and digital transformation aspects</p> <p>Chapter 7: Necessary means to run a responsible idea project</p> <p>Chapter 8: European values to embrace change</p> <p>Chapter 9: Pitch training</p>
	<p>Attend and present 4 hours: <i>Pitch event</i></p> <p><i>Final presentation introductions, peer-feedback</i></p> <p><i>individual presentations (5 mins each), feedback, evaluation and wrap-up of lessons learned</i></p> <p>Participate in discussion – 0,5 hour: <i>connecting the presented ideas</i></p> <p><i>Parallel sessions</i></p>	4,5	25 th April, 2024	

Total 25 hours (1 ECTS)

Number of hours in ASYNC delivery: 13

Number of hours in SYNC delivery: 12

European values	Covered in 2nd interaction (select the European values included in your micro-course)	How will be European values covered (describe how the European Values will be used/discussed/etc.)
Human dignity	-	-
Freedom	-	-

Democracy	-	-
Equality	-	-
Rule of law	-	-
Human rights	-X	Students build their individual ideas around social problems that come with the technological advancement. They must ensure that in their proposed projects human rights are protected, mainly in relation to the right of the protection of personal data; and avoid any discrimination. Human rights aspects will be discussed in the synchronous sessions, within Lecture 8: European values to embrace change.