

Micro-course template

Module: Social responsibility of new tech solutions

Academic year: 2022/23

Credits: 1 ECTS

Lecturer: Barbara Hegyi, Dr.

Institution: ELTE

Period: from 29th February to 31st May, 2023

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	Article/case summaries Final presentation (responsible innovative idea, one-pager or pitch)
	1.5 Ethical and sustainable thinking	C3	Creating	Final presentation (responsible innovative idea, one-pager or pitch) Rethinking existing processes and solutions, proposing changes – mid-term individual assignment
2. Resources	2.2 Motivation and perseverance	C2	Applying	Final presentation (responsible innovative idea, one-pager or pitch)

Module delivery:

Delivery	Activity (in chronological order)	Hours	Dates	Content and materials
	<i>Identifying attitudes in social responsibility Assignment: completion of a thought-provoking questionnaire about tech companies and social responsibility – 60 mins (before the introductory lecture)</i>	1		Questionnaire
Asynchronous	<i>Individual student work: 20 mins – personal notes as takeaways from the Introductory session, highlighting the special elements for</i>	0,5	-	Personal interpretation (notes) of the students on how striving for real positive social impact and profitability can go together?

	<p><i>responsible innovations</i> <i>Assign.:10 mins – quizze</i></p>			<p>Short quiz in relation to the main topics introduced in the first synchronous session</p>
	<p><i>Lecture readings//Case videos (recommended by the lecturer)</i> <i>Individual student work: 2*1 hour : reading case studies</i> <i>3*20 min: watching case videos</i> <i>Assignm.:1 hour: preparing submissions (as subjective interpretations) with the most relevant factors of responsible business models</i></p>	4		<p>Reading articles and learning from case videos in relation to social responsibility of innovative ventures</p>
	<p><i>Secondary research assignment for detecting and introducing a relevant case</i> <i>Individual student work:</i> <i>Based on the previous assignment, detecting cases in the intersection of social responsibility and tech innovations, conduct a quick comparative research – 3 hours (reading, searching, watching cases and examples)</i> <i>Assignment:</i> <i>Writing an essay about a controversial example(s), min 1,5 pages. – 2 hours</i></p>	5		<p>Writing an essay about the detected case (misuse, bad usage or other controversial example) in relation to the social impact of new technologies</p>
	<p><i>Identification of problems in the intersection of social responsibility and competitiveness</i></p>	3		<p>Listing and explaining potential problems based on the readings, research and introduced cases – personal interpretation</p>

	<p><i>Individual work: 2*1 hours of further reading about more complex problems with social responsibility strategies also aiming to reach profitability</i></p> <p><i>Assignm.: Extract of the specific challenges (personal interpretation) to create and maintain specific business models – 1 hour</i></p>			
	<p><i>Introduction (written) of a proposal for change</i></p> <p><i>Assignment: proposing an individual idea embracing sustainability and social responsibility in a for-profit venture (benchmark, idea proposition, target group and USP, communication, collaborations, structure) – slides of presentation (3 hours)</i></p>	3		Individual idea embracing sustainability and social responsibility: rethinking existing processes or creating a new for-profit social venture (core concept, aiming to initiate systematic change)
Synchronous	<p><i>Introductory lecture 1,5 hour: listening to the lecture and analyzing the examples together</i></p> <p><i>1 hour: actively participating in the warm-in discussion</i></p>	2,5	1 st March, 2023	<p>Introductory lecture and warm-in discussion about the role of social responsibility for innovative ventures</p> <p>Chapters to be introduced: Lecture 1: The shift towards greener and more responsible solutions Lecture 2: Controversial cases and two-faced CSR strategies of big tech and industrial giants</p>

				Lecture 3: The age of for-profit social tech ventures? Lecture 4: CSR 2.0 and beyond for new tech ventures Lecture 5: Responsible innovation and the innovator's responsibility
	<i>Special pitch training for final presentations, focusing on the social responsibility factor as a potential competitive edge (mentoring and interactive sessions)</i> <i>1 hour: students introduce their ideas in small groups and get feedback from peer students and mentors</i> <i>1 hour: listening to general pitch training lecture</i>	2	19 th April, 2023	Core ideas as starting points – what we can build on them? Interactive sessions and mentoring (with more teachers)
	<i>Pitch event</i> <i>4 hours: individual presentations (5 mins each), feedback, evaluation and wrap-up of lessons learned</i>	4	17 th May, 2023	Final project introductions, peer-feedback

Total 25 hours (1 ECTS)

Number of hours in ASYNC delivery: 16,5

Number of hours in SYNC delivery: 8,5