Online Course Catalogue

Course Title	Study Field	University
Innosocial aspects of entrepreneurship	**Business, administration and law**	**Eötvös Loránd University**

CHARM priority field	Faculty	Number of credit points:
Sustainability and Climate Change;Entrepreneurship, Innovation and Business;	**Faculty of Informatics**	**6**
	Department	
	Faculty of Informatics, Co-location Centre	
Course code	Study Level:	Name of instructor(s):
IPM-22fI&EIAOEEG	**MA/MSc**	**Barbara Hegyi PhD**

Short description of the course

Would you like to join a journey through the different aspects of social responsibility? Are you open to hearing more about the social impact of emerging innovations? Are you ready to work with enthusiastic fellow students who are not only engaged to find new market opportunities but would never miss analyzing the social responsibility side of their idea? If your answer is yes to the above questions, hurry up to join my the Innosocial aspects of entrepreneurship course which is open to all master students of ELTE! As designer and educator of this elective course, I am thrilled to learn your point of view! Come and help to detect how general misconceptions can be dissolved in relation to social impact and what kind of new paths in entrepreneurial education can be created!

Full description of the course

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.

Learning outcomes

At the end of the course the learner will be able to 1) analyze complex processes in regard to social responsibility of new innovations and build them into her/his innovative idea 2) create and idea that embraces the responsibility aspects and present it in a form of a pitch 3) exchange thoughts on social responsibility aspects and discuss them with fellow students 4) actively participate in teamwork and present the project together with the fellow students in front of a jury

Additional information

Course requirements
completion of 60% of the assignments (individual idea presentation is mandatory) , soft pre-requisities : basic entrepreneurship/business skills (not mandatory)

Language of instruction
English

Start date of course:
2024-01-10 00:00:00

End date of course:
12/15/2024

Contact hours per week for the student:
2 contact hours every second week

Specific regular weekly teaching day/time
Wednesdays from 4-6, every second week

Time zone
CET (Spain, France, Germany, Netherlands, Hungary, Norway)

Mode of delivery:
hybrid (students of the CHARM partners join online, local students on campus)

Planned educational activities and teaching methods
short theoretical lectures, interactive hybrid seminars, built on active teamwork

Learning Management System
Canvas+Teams

Assessment methods
Individual idea presentation and active contribution to the teamwork

Certification
Transcript of records

Course literature (compulsory or recommended):

recommended: Wood, M. S.; Pearson, J. M. Taken on Faith? The Impact of Uncertainty, Knowledge Relatedness, and Richness of Information on Entrepreneurial Opportunity Exploitation. Journal of Leadership and Organizational Studies, 2009, 16(2), pp. 117-130. , Cone, P. Creating social impact: How your firm gains by adopting a socially responsible business strategy. Middletown: Amity Advisory., 2019 Sarasvathy, S. Effectual entrepreneurship. Taylor and Francis: London, United Kingdom, 2010.

Number of places available for CHARM students
25

Other relevant information

None

CHARM-EU