Creating Innovative Products and Services with the Use of Corporate Social Responsibility (CSR) and Sharing Economy

Content:
The project is focused on designing innovative products and services for a sharing economy fictitious company using the knowledge of the above such as: mapping the interests of stakeholders, diversity management and commitment of employees, cause related and eco-marketing, social campaigns, social and open innovations, hybrid value chains, prosumers, organizational culture open to innovation, sharing economy paradigm etc.

Methods:
Participating students will be involved in the case study and have to use CSR and sharing economy assumptions to recognize and describe different organizational issues. Students will work in small project groups with case studies, lectures, discussions and games. During the lectures and project work, students will use the tools and templates provided by the teacher and they will create their own practical solutions.

Competences and skills to be acquired:
Students will acquire competences in the area of the use of management tools with the focus on socially responsible issues and tools. Workshop participants will learn:
- What ethical issues are important for a company?
- How to use problems and CSR issues as a source of innovative solutions?
- How to manage risk and build modern and responsible business models?
Students also receive other benefits, such as improving presentation skills and changing mental models. Students will experience team building in practice.

Prerequisites:
Workshop participants will need a basic knowledge of the management process, a company’s relations with the environment and value creation. It would be good if they are familiar with teamwork.

Language of instruction: English

Recommended for: Economics