

## **Business & Entrepreneurship Concepts**

### **Innovation & Technology for Society: A Case Study Approach**

#### Goals & Mission Statement:

- Provide case studies on technologies have helped and harmed society
- Examples of non-inclusive technology
- Develop appreciation for ethical technological development
- Learn skills and tools to build technologies, which help society at large

#### Course Level:

- Open to graduate students and research professionals – STEM & Humanities
- Focus on Underrepresented minority students, students from marginalized communities and international scholars

#### Required Core Competencies:

- Effective communications for technical and lay audiences
- Leadership
- Appreciation for diversity of ideas
- Decolonizing/Democratization of businesses and technology development
- Ethical thinking by keeping in mind the needs of marginalized communities

#### Activities:

- Case studies on business idea development – Useful & harmful business ideas/technologies (Ethics)
- Build business ideas relevant to societal needs (Ethics & relevance to minority communities)
- Role playing exercise - Participants propose technology and peer provide feedback on the viability and applicability of the technology

#### Modules (Examples):

- Case studies on innovations & technology
- Impact of digital technology - pros & cons
- Impact of new ecosystem management innovations and its effects on society (pros and cons)
- Scientific product development e.g. COVID19 rapid test development and its impacts

#### Outcomes:

- Understand the importance of business development and entrepreneurship for solving societal issues

#### Evaluation:

- Tracking participant knowledge, and understanding of ethical innovation via
- Tracking participant appreciation for building technologies while keeping in mind it's importance for the society at large