

Task: Presentation “Analysis & future perspectives of technologies in social innovations”

Description:

In the module SIDT (Social Innovation and Digital Transformation), students learn that organizational, technological, and social innovations are crucial for driving social change. Social innovation and digital transformation have the potential to solve some of the world’s most pressing problems with new solutions such as fair trade, distance learning, mobile money transfer. Based on in class developed knowledge, which the students have acquired through lectures, discussions and exercises, students prepare a presentation with following chapters:

- **Spot on Science (7 minutes):** In class, a scientific introduction was given to the field of information science/ informatics, digitalization & emerging technologies, innovation research and innovation theories as well as digital entrepreneurship and digital platforms in context of social/ sustainable innovation. In this spot, students research and present according to a topic of their individual interest, one single research paper (requirements: published in 2014 or younger, published in a peer-reviewed international scientific journal, related to the above described research fields, empirical research paper). This part includes (a) naïve/ non-scientific introduction to topic of students interest, (b) summary of the core aspects of the paper, (c) critical scientific discussion and deduction of praxis relevance.
- **Spot on Digital Transformation of Social Innovation (10 minutes):** Students choose a real case of a social and/or sustainable impact driving instance (e.g. social organization, social entrepreneur, movement, foundation, association). Students take the role of a consultant, that has the job to help the social and/or sustainable impact driving instance to transform into a social digital business, taking care on the following aspects:
 - Brief description of the social and/or sustainable impact driving instance, including the description of impact creating processes (or products/services)
 - With focus on one impact creating process (or product/service), suggestion of a innovative digital transformation which includes
 - (a) a clear relation to digital technologies (Which technologies will enable that digital transformation?),
 - (b) a systematic analysis of the social innovation as such according to level, involved actors, social innovation process & outcome (What will the social digital innovation actually look like?), and
 - (c) the social digital business model including a relation to the five typical digital business concepts and/or five typical digital platforms, a suggestion of a revenue model (How is economic value and social value created?)
 - Concluding with an “experts said”-Impression built on your excursion experiences.

An inspiration to find such an instance could be Bundesnetzwerk Bürgerschaftliches Engagement <https://www.b-b-e.de/mitglieder/verzeichnis/50/?cHash=01b17bdda308ff600aab5b858bbab2dc>

- **Spot on SIP-Projects (3 minutes):** Students bring their SIP-Project ideas in relation to the SIDT course content by pitching in brief an own idea for digital transformation of their respective SIP-Project. This pitch shall include (a) a digital spin of their SIP-Project idea and (b) a suggestion of a social digital business model for that idea. – Alternative for Non-SESIN students: Pitch an own business idea, including (a) a digital spin and (b) a sketch of a digital business model.

Evaluation Criteria

A total of 100 points can be received:

- Spot on science
 - Clear and convincing introduction to the topic of interest 10 points
 - Summary of the scientific paper 5 points
 - Critical scientific discussion & praxis relevance 15 points
 - Slides, presentation style, formalities 5 points
- Spot on digital transformation of social innovation
 - Description of the social/ sustainable impact driving instance 5 points
 - Description of impact creating processes 5 points
 - Convincing explication of the innovative digital transformation 8 points
 - Relation to digital technologies 8 points
 - Analysis of social innovation 8 points
 - Social digital business model 8 points
 - “experts said” perspective 4 points
 - Slides & presentation style 4 points
- Spot on SIP-Projects pitch
 - Description of digital spin 5 points
 - Social digital business model 5 points
 - Slides & presentation style 5 points

For this presentation, evaluation criteria are a clearly recognizable differentiation of the logics of the three presentation chapters, analytical depth and breadth of innovation, a comprehensible relation to course content, completeness, formal correctness, submission on time.

Task share of total grade 100 Prozent

Formalities

This SIDT-Task is an individual task that has to be completed in English.

Time: 20 minutes in total

Make sure, that the three presentation chapters follow the respective logics of presentation slides design.

- **Spot on science** has to follow a scientific slides design, including rich text, quotations, correct citation style and reference list. A reader should understand your slides without listening to your presentation.
- **Spot on digital transformation of social innovation** follows another logic that aims to explain, convince and inspire. Given the exam situation, make sure that the clear relation to course content is visible on slides.
- **Spot on SIP-Projects** shall follow a idea pitch logic, slides design is absolutely free.

Deadline

- Announced in emma; Slides & scientific paper, that was presented, to be uploaded in moodle right before presentation.