

TeSI

Technology for Social Innovation

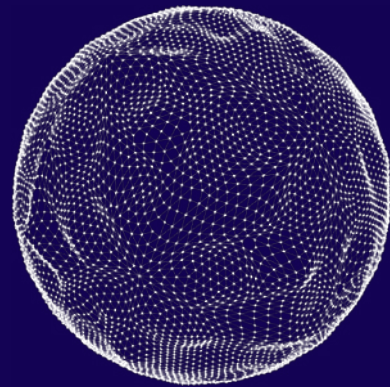
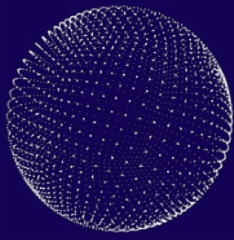
PUBLIC SUMMARY

Technology for Social Innovation (TeSI) aims to identify disruptive applications and business models of cutting-edge technologies developed under the ATTRACT initiative with the overall objective of solving social needs. To form the multidisciplinary student teams, this course brings together business management students from Esade Business School, engineering students from the Technical University of Catalonia (UPC) and design students from Istituto Europeo Di Design (IED). As a difference from other challenge driven courses, TeSI's starting point is a subset of breakthrough technologies from the European Union's ATTRACT program.

The course aims to help students to develop the following competences:

1. Identifying, developing, and assessing the societal need and potential impact of novel technologies.
2. Ability to communicate clearly and argue for decisions made in an innovation project.
3. To lead your own work in an independent, proactive manner.
4. To lead work in an explorative project which requires constant reflection and adaptation to new information acquired.
5. Ability to work and efficiently collaborate in a multidisciplinary team: understand what you and others can contribute as professional expertise.
6. Understanding and appreciating diversity between business and engineering.

Student teams will work for 15 weeks with projects that are pre-selected following a user-centric design process (design thinking and lean start-up), the student teams first identify a specific social innovation challenge they will work on, for which the chosen technology is a potential solution. For the development of the solution, the teams receive support from the coaching team and have touch points with the scientists of the involved research centres. The teams will develop a new solution concept and present a proof-of-concept prototype and a business model in the Final Presentation of the course at CERN IdeaSquare.



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