

Social responsibility and higher education, just a market target or a real educational challenge: an answer from the trenches

Nowadays too many people are worried because local problems are global problems, we can not evade the pollution effect, poverty problems or corporate and political corruption, because the world is not big enough any more. So, even the answer in many practices is the individualism, in opposite to this we can hear about the urgency for a more social responsibility worker, introducing the concept of University social responsibility or RSU; it is not exactly the same as another related concept entrepreneurship social responsibility or RSE.

It is possible to find in South America, a good field to grow this reflection, but as a heritage from RSE, you can see it is a good marketing resource unable to reach the students into the classroom, and even less for changing their visions over their futures professional practices.

Chilean universities have been colonized by neoliberal policies since 1980's, so RSU is almost a resistance force to be able to live together with the academic capitalism.

This paper shows, how learning services implemented under the codes of Social responsibility can transform the classroom beyond their own limits. Through the narratives of the students, they change their vision about of their professional role and they transform their speeches to embodiment of the other person, as part of their project's life.

Results stress to ask how the universities are significant to influence the way that their graduates affect the world and vice versa, and the classroom is the field were this question is mainly solved.