

## **Promising practice**

**University:** Erasmushogeschool Brussel (university college)

**Academic discipline:** Business

**Course title:** Bachelor Idea & Innovation Management

### **Course description:**

The Bachelor Idea & Innovation Management considers innovation as broadly and as dynamically as possible. The course aims to supply students with great tools to learn to innovate, undertake, create and communicate. Idea & Innovation Management is the first Bachelor in Flanders to focus on innovative entrepreneurship. The way of teaching is very participative, all about coaching and focused on actually 'doing'. Students continuously get feedback, are co-learning and gaining a lot of practical experience every day. The four pillars of this Bachelor are: 7% creativity, 36% innovation, 16% entrepreneurship, 20% people skills and 21% combination of all four.

### **Learning outcomes:**

- Creative thinking, solution oriented thinking & thinking differently
- Entrepreneurship: thinking as an entrepreneur, including a vision
- People skills: insight into yourself and others, better judging situations, assessing talents of each individual and reaching for the perfect division of roles, necessary for project realization
- Innovation: open mind approach, dynamic, continuously changing, gaining insight & attitudes to put into practice during internship and future jobs

### **How students' learning is assessed:**

Through assignments and exams

### **How students learn with civil society organisations through this course:**

- Guest lecturers
- Internships
- Thesis and other projects with real clients
- Course on social innovation: insight in how government and organisations can realize social profit
- Course "organisations on the move": insight in critical success factors to 'move' people and organisations

### **How students learn about dimensions of RRI through this course:**

- innovation professionals teach themselves, guest lecturers
- real projects from the real (both business & not for profit) world
- participation in project weeks, business-cases, innovation games
- two internships
- out-class learning of innovation expertise, innovation ideas and opportunities
- thesis: in small groups, with self chosen organization or company
- extra-curricular participation in innovation boot camps, starter seminars etc.
- continuous feedback on course through monthly feedback panel with lecturer
- research basics (inquiry based learning, opportunity screening, research for innovating), research & trendwatching

### **RRI keys integrated in the course:**

Public engagement/ societal engagement; Gender and diversity; Governance; Sustainability; Social justice

### **RRI process requirements integrated in the course:**

Anticipation; Reflexivity; Inclusion; Responsiveness

### **Contact information:**

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### **Weblinks:**

<http://www.erasmushogeschool.be/sites/default/files/EhB-opleidingsbrochure%20Idea%20%26%20Innovation%20Management%202015.pdf>