

10. SRH INTERNATIONAL WEEK 2019: Course description

Title of Course:	Designing a Better Business through Innovation
Language:	English
Course Type:	Seminar
Work Load:	20 hours (including exams on Friday)
Lecturer Position Home University Email	Marc Clerkx, Mr International Coordinator Business Thomas More University of Applied Sciences - belgium marc.clerkx@thomasmore.be
Course description/ Contents:	<ul style="list-style-type: none"> • How to move from an efficient driven company to an innovative driven company? • What is the role of (entrepreneurial) creativity in this process? • Why is 'value-innovation' even more important than 'technological-innovation'? • Where to find instruments to innovate in the value chain of a company/organization?
Learning outcome:	<p>All companies, small or large, face the challenge of globalization, which is one of the accelerating factors in the rapidly changing world. To stay competitive, it is necessary that companies rethink their strategy in an innovative way.</p> <p>The students will:</p> <ol style="list-style-type: none"> 1. Be able to think more 'out of the box' 2. Be able to see creativity as an attitude 3. Be able to understand that entrepreneurial creativity is the fundament for competitiveness 4. Learn techniques to innovate in the value chain of a company
Examination:	Presentation of a self-developed case (in small group)
4 questions to be prepared by the students prior to arrival:	<ol style="list-style-type: none"> 1. What is your definition of 'creativity'? 2. What elements are, according your own opinion, important for a company to become more innovative? 3. What obstacles do you see in companies / organizations, that hinder the process of innovation? 4. Bring some examples of innovative companies and tell why you think they are innovative?
Essential reading:	https://www.researchgate.net/publication/46510531_The_Role_of_Creativity_in_Entrepreneurship