



THE MINOR INNOVATION AND CREATIVITY

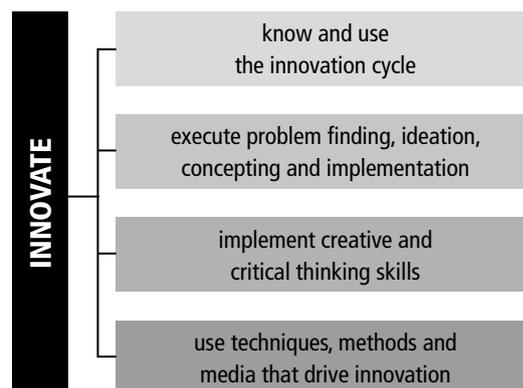
INNOVATION AND CREATIVITY MINOR

Major challenges, economically uncertain times and increasing customer expectations have made sustainable innovation a necessity that is more essential than ever before. Companies and organisations need to stay ahead of the competition and deliver value-added products and services at all times if they are to satisfy customer needs, which is why entrepreneurial, innovative and creative people are very much needed to facilitate, manage and realise innovations that matter.

The Innovation and Creativity minor explains innovation as the process of generating sustainable new products, services or business opportunities. This process – ‘the innovation cycle’ – explores consumers, markets and trends, and exploits new ideas, resulting in the creation of value-added concepts. However, it is not just the invention of a new idea that is important, but also “launching it onto the market”. We teach students to put the ideas into practice and exploit them in a manner that results in successful entrepreneurial activities as well as a more sustainable future.

Creativity is one of the essential skills for ensuring the successful operation of the innovation process. In this minor, students learn how to employ out-of-the-box thinking to generate new value and to bring about significant changes. They also learn how to implement and accelerate innovation and change within an organisation.

BY THE END OF THE MINOR, YOU WILL BE ABLE TO:



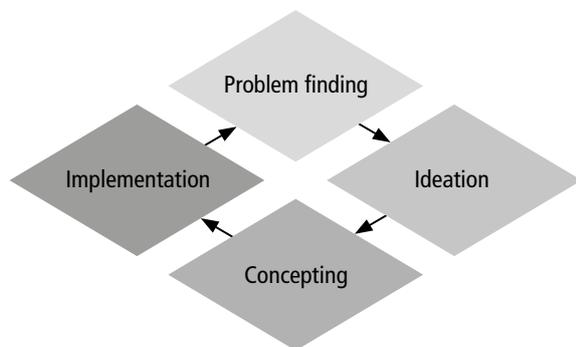
INNOVATION RESEARCH

The research project consists of a study circle of students and lecturers, which is where you exchange, evaluate, develop and discuss scientific and practice-based knowledge and share findings with peers and stakeholders. During the first half of the semester, the circle will work in groups on a research paper on the theme of innovation and creativity.

Innovation research	Number of ECTS
Innovation and creativity research	2

INNOVATION PROJECTS

In the innovation projects, mixed multi-disciplinary groups of 5-6 international students pass through the following phases of the innovation cycle:



The first project focuses on the development of a concept that you will present in a creative way at a suitable location. Potential users will be surprised with the launch of the concept. The second project asks you to develop, brand and implement a concept for an existing problem. This project takes seven weeks to complete, and in the last week, you will work solely on the project and demonstrate all the knowledge and skills you've learned during this minor.

The aim of the project is to develop your innovative and creative skills, as well as to offer you hands-on experience of doing a project in an authentic and complex situation.

Innovation projects	Number of ECTS
Project I	3
Project II	4

ERASMUS STUDENTS

For international students, in addition to the courses referred to below, the following courses are also offered:

Course name	Number of ECTS
Dutch Business Culture	3
Basic English	3

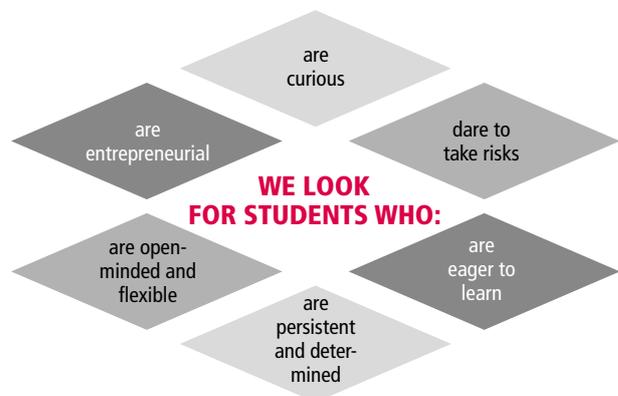
THE COURSES

The courses are designed to offer you the knowledge and skills to be innovative, creative and entrepreneurial. The courses in the semester are:

Course name	Number of ECTS
Innovation I	2
Creative Thinking I	2
Business Modelling	3
Entrepreneurial Marketing	2
Innovation II	3
Creative Thinking II	2
Concept Design	3
Branding	3
Personal Development	2

THIS MINOR IS SUITABLE FOR STUDENTS WHO WANT TO:

- learn how to innovate;
- improve their creative thinking skills in a business context;
- improve their English proficiency;
- work in an international multi-disciplinary student team.



PRACTICAL INFORMATION

Level: Bachelor

Language: English, B2-level

ECTS: 30

Duration: one semester, September - January

Location: 's-Hertogenbosch

Avans University of Applied Sciences,

Academy of Entrepreneurship,

Marketing and Innovation (AOMI)

For more information about the minor, contact minoren.AOMI@avans.nl.

For more information about housing, the enrolment procedure and so on, please contact the International Office (internationaloffice@avans.nl).