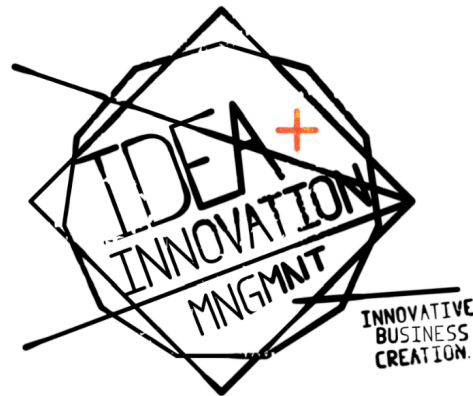




Erasmus Brussels University of Applied Sciences & Arts
2023-2024

ENGLISH PROGRAMME (Minor) in
Idea & Innovation Management

Incoming Erasmus+ Exchange STUDENTS
&
Erasmus+ Partnership Information for Partner INSTITUTIONS



Erasmus University of Applied Sciences Brussels

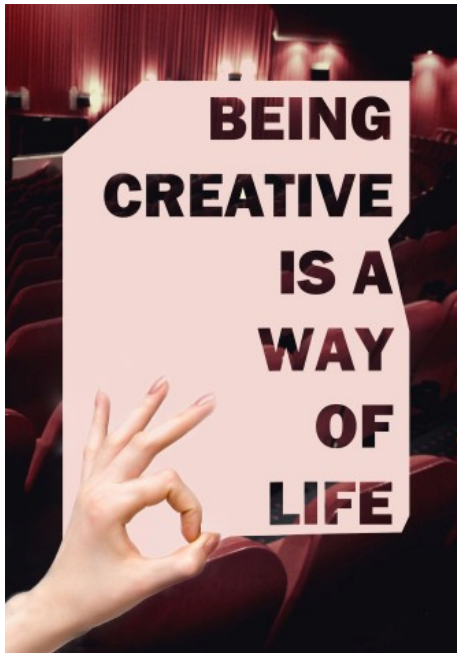


Exceeding 5000 students, clustered in 3 departments and 2 Schools of Art, located in 7 campuses throughout the city of Brussels, there is no doubt that studying at the Erasmus University of Applied Sciences in Brussels is a unique experience. Students benefit from the city's cultural, social, political, and artistic scene in the capital of the European Union. With other global cities such as Paris, London, Amsterdam, and many others, only a train ride away, Brussels offers the best of many worlds due to its international and intercultural context. Furthermore, with a magnitude of transportation possibilities (Brussels airport, extensive national and international railway, etc.), it is the perfect place for your family or friends to plan their next city trip – possibly visiting you during your exchange semester!



MnM: 2 Campuses in the Heart of Brussels

The impressive grandeur of the Grand Place, the alluring appeal of Manneken Pis, the artistic array of possibilities in shopping or cultural outlets, the bombastic European Union district, all form part of the stage that will be your home during your exchange semester. Located in the heart of Europe, in close proximity to the beautiful historical city centre of Brussels, the 2 M&M ('Mens & Maatschappij' in Flemish, 'Humans & Society' in English) campuses offer an intimate student life experience for students: Welcoming reception halls and friendly staff, computer facilities, well-equipped classrooms, and a student restaurant on the top floor of the Campus Bloemenhof building offering expansive views over Brussels. The 2 campuses house 11 professional bachelor programmes, with as its most exciting recent addition the bachelor of Idea & Innovation Management – creating innovation professionals of and for the future!



Idea & Innovation Management Programme

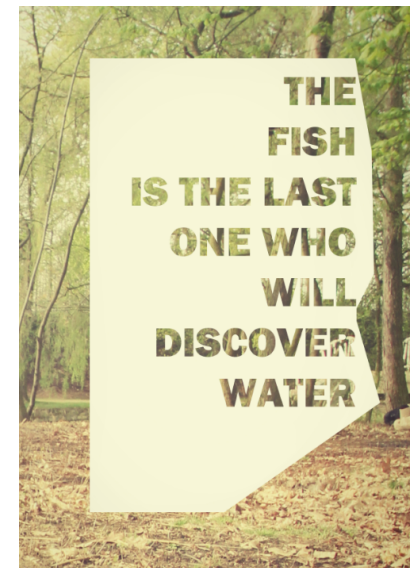
With the world changing at an increasing speed, it is high time to observe it differently and seek solutions for new challenges. We need thinkers and doers who dare to push organisations and companies into new directions. In 2014, the vision for integrating innovation and entrepreneurship became a reality when the Bachelor in Idea & Innovation Management was launched ... The study direction focuses its entire degree on four pillars of Idea & Innovation Management: (1) Creativity; (2) Entrepreneurship; (3) People Skills; and (4) Innovation. Having known tremendous growth in its 6-year existence and having augmented to roughly 220 students at present, the past graduating classes of professional innovators from EhB have proven themselves ready to take on the world in past academic years.

In the bachelor of Idea & Innovation Management programme, we approach innovation in a broad and dynamic manner – all within the academic field of business science. This study course is the first in its field in Flanders and Belgium, is unique in its domain, and its goal is oriented towards innovative entrepreneurship. The form of instruction is very participatory, and Idea & Innovation Management revolves around coaching, goal-oriented education. With constant feedback from dedicated and involved instructors – who are often enthusiastic innovation professionals themselves – you learn not only through theory, but also via projects in/of the real business world. Out-of-the-box thinking stands central.

International Study Programme for Incoming International Students from Erasmus+ Partner Institutions

Offering student study mobility in the fall semester (semester 1), international students may expect to be immersed in a Flemish-oriented (but English speaking) last year student group during their courses. While becoming acquainted with the largely Belgian-Flemish-Brussels group of fellow-students during classes, the M&M campuses and the EhB community offers great opportunities for interacting with the international student community. The package of courses (amounting to a possible totality of 30 credits) is specially tailored to allow incoming international exchange students the opportunity to obtain a flavour of the programme, of innovation in a broader Belgian context, and of expanding their professional network. Upon return to their home institutions, students will feel empowered with new knowledge, new experiences, new approaches to existing (world) problems, and an overall sense of innovative completion.

Incoming international students will also partake in the annual 2-day visit to the world-renowned **Dutch Design Week** in Eindhoven (the Netherlands), usually in the last week of October. Aside from exploring the exhibitions, workshops, seminars and events organised by the Dutch Design Week itself, students will have the opportunity to apply course-taught information through course tasks.





Timing

Student mobility is organised during the **fall semester** only:

- Orientation/Welcome Day for all International EhB students: 14 and 15 September 2023
- Start/Duration of the exchange semester: 18 September 2023 – 2 February 2024
- Winter holiday: 25 December 2023 – 7 January 2024
- Examinations: 8 January – 2 February 2024
- Further information can be found on the EHB website: <https://www.erasmushogeschool.be/en/practical-information>

Points of Contact

Erasmus+ coordinator Idea & Innovation Management:
Central Administrative coordinator:

Kim De Vidts (kim.de.vidts@ehb.be)
Lisa Huylebroeck (lisa.huylebroeck@ehb.be)

Admission requirements

Students arriving after the official start of the academic year will not be admitted to commence the programme.
Language: B2 level English is required.

Additional Costs for International Incoming Students - +/- 220 €

Dutch Design Week 2-day (overnight) visit:	Approximately	145 Euro
Course Material & Miscellaneous:	Approximately	5 Euro
Sustainability & Circular Economy BIGH Visit:	Approximately	15 Euro
Prototyping Additional:	Approximately	55 Euro

Applications

All application information is posted on:

<https://www.erasmushogeschool.be/en/study/applying>

Please make sure you follow the procedure - step by step.

International Course Programme - Aimed at deepening students' knowledge

Taught during the fall semester, this challenging exciting package of courses offers a rewarding in-depth immersion into Idea & Innovation Management. All courses are taught in English and are positioned in the third year of the study programme of the bachelor in Idea & Innovation Management – with exception of the course “Design Thinking, Concepting & Prototyping”, which is taught in the second study year of the regular programme.

Full ECTS descriptions of all courses can be found on <https://www.erasmushogeschool.be/en/programmes/idea-and-innovation-management> :

Course Name	ECTS	Semester	Study Year	Course Description
Research: Strategic Futures Orientation	5	S 1	3 IIM	<p>All humans have a capacity for foresight. We think ahead and anticipate, shaping our futures as well as our present in doing so. This course will introduce futures oriented thinking and research. It develops foresight competencies and sets occasions to practice skills for long term and strategic orientation under conditions of uncertainty and complexity.</p> <p>We will take account of the historical and theoretical starting points of futures oriented disciplines to provide insight in the basic assumptions underlying systematic and rigorous futures work. We will look at cases of how individuals, groups, organisations, companies, and policy makers conduct forward-looking activities. We will see a selection of methods, tools and techniques that futurists use to assist individuals and groups of all kinds to anticipate the future.</p> <p>This course will look at possible, probable, plausible and preferable futures and cover the six pillars of futures studies (mapping, anticipating, timing, deepening, creating and transforming the future). We will learn to use an understanding of demographic, social, technological, environmental, economic, political and other (global) forces of change in relevant strategic foresight.</p> <p>This is a multi-disciplinary course that covers both theoretical foundations and practical applications. It introduces quantitative and qualitative research methods, including different forms of environmental scanning, alternative futures analysis, causal layered analysis, scenario building, visioning, experiential futures, design fiction and retro casting. Students will gain insight in how images of the future are shaped and used, develop hands-on experience with their own foresight projects and hone their observational, analytical, critical and creative skills.</p> <p>Evaluation → 40% Workpiece + 60% Oral Examination (<i>Indicative, to be confirmed</i>)</p>
Networking	3	S 1	3 IIM	<p>Networking is a crucial skill and becomes ever more important. It all boils down to finding the right people quickly and efficiently and to finding a good approach to start the communication. The purpose of networking is to create opportunities to reach a personal or joint objective.</p> <p>Students learn how to build an extensive network, how to make optimal use of networking opportunities, which networking activities are useful and which are not, how online tools (e.g. LinkedIn) can be optimised for networking. Successful networking is also synonym for</p>

				<p>an excellent follow-up strategy. How does one tackle that? Each student will have to apply and show his/her successful networking in the context of a specific case.</p> <p>Evaluation → Continuous throughout the term (<i>Indicative, to be confirmed</i>)</p>
Intercultural Skills	3			<p>We define Intercultural Skills as the awareness of and the understanding of the intercultural and international reality of our (professional) life in today's globalised and multicultural society. Innovation usually thrives in an international context. This is why it is crucial to acquire skills in international business and in international relations.</p> <p>Students gain insights into various aspects of multiculturalism: time and space, verbal and non-verbal communication, etiquette, hierarchy, individualism, work and leisure, ethics, ... We learn how one can deal with this diversity and who needs to adjust to whom.</p> <p>By means of a case study students will be working on various aspects of inter-culturalism. An important role of the young innovation professional is the one of 'bridge-builder': being someone who brings people from inside and outside the organisation together to start and accompany a process of co-creation or open innovation.</p> <p>Evaluation → 100% Written Examination (<i>Indicative, to be confirmed</i>)</p>
Sustainability & Circular Economy	5	S 1	3 IIM	<p>Sustainability has been an important driver for some innovations in the last few decades. The future will bring more of these innovation paths driven by sustainability goals, and the circular economy is just getting up to speed at this moment: it will further determine more sustainable business operations in the future.</p> <p>This course gives advanced insights in the evolution of sustainability paradigms and introduces practical ideas that have been developed in creating a more circular economic system. Students will get course modules on the following topics:</p> <ul style="list-style-type: none"> • General introduction and historical overview of the themes 'Sustainability' and 'Circular Economy'. • Sustainability policy and the translation to climate change and circular economy policies. • A circular business approach illustrated through a number of innovations. • Practical approach and tools for sustainable business and circular economy activities: <ul style="list-style-type: none"> ○ Business model innovation – tools for closing and narrowing loops. ○ Product innovation level – Eco-design and Circular product design – strategies and methods.

				<ul style="list-style-type: none"> ○ Supply chain innovation and networks – closing loops. ○ Consumer behaviour adaptation – narrowing loops. ● Sectoral cases (e.g. food sector, textile sector, building sector, chemical sector, etc.). ● Discussion on the positive (societal) impact of the circular economy. <p>The classes will, whenever possible, include guest speakers from a range of companies that are working on circular economy initiatives. These stakeholders provide invaluable insight and hands-on experience. Classes will encompass several lectures (including guest speakers) and a few seminars to work on practical methods. Students will develop their own thematic report assessing innovation potential driven by sustainability and circularity. When possible we will also pay attention to the work of alumni or special interests raised by the students themselves.</p> <p>Evaluation → 40% Workpiece Thematic Innovation Report + 60% Written digital examination (<i>Indicative, to be confirmed</i>).</p>
Business Creativity	5	S 1	3 IIM	<p>In this course we go in search of the creative organisation. The name ‘business’ in the title of this course is to be read as a ‘busy-ness’ (i.e., we look at more than for-profit companies, including non-profits, clubs of all kinds, etc), which can benefit from creativity.</p> <p>We start by exploring since when and how business creativity started to get studied as ‘a serious research discipline’ (spoiler alert: we owe the advertising world), and discuss some of the pioneers that developed tools that we use in daily life, like brainstorming. Early on in the course we also introduce a number of models and frameworks (e.g., the 4P model) that come in handy when you want to explain to your neighbour, your future manager or other half, what exactly this thing called creativity is, and how it benefits aforementioned busy-nesses.</p> <p>What follows are a number of topics that will either appear recognizable from earlier courses – but looked at through a different lens (types of challenges, creative climate, disruptive innovation, evaluation methods, measuring the creativity of an individual and of a busy-ness, ...), or brand-new (polarity management, creativity leadership). Another item getting its fair amount of attention is the interplay between knowledge, imagination, evaluation and attitude, and how these 4 interact to yield creativity.</p>

				<p>A typical session is half lecture, half practice (often team work).</p> <p>Evaluation → 70% Oral Examination, 30% Creative Product (one that helps you land your future job)</p>
Design Thinking, Concepting & Prototyping	4	S 1	2 IIM	<p>This study unit combines classes, workshops, and working on a real case. A practical case will guide the entire class, in recent years Godiva Chocolates, Delhaize retail stores, and Peritus Brands, have been utilized. The course is organised as follows:</p> <ul style="list-style-type: none"> • 7 theoretical lessons, • 1 practical case, • 2 fun Design Thinking related field events: <ul style="list-style-type: none"> ○ 2 days at the Dutch Design Week in Eindhoven, the Netherlands; ○ 2 day of FabLab training, to make your own prototypes. <p>You are taught the design thinking process, and how you arrive at the creation of prototypes from understanding and observing a problem. In essence, the following flow will guide you through the course:</p> <ul style="list-style-type: none"> • The Design Thinking Process: What is Design Thinking & how does the process run? • Empathise: Understand & Observe design research through different methods and techniques of user and customer research. • Prototyping: An introduction into definition and application. • Testing & Evaluating: Monitoring progress & Ideation. • Translation of collected data into a business model. <p>Evaluation → 30% Workpiece + 70% Oral Examination (<i>Indicative, to be confirmed</i>)</p>
Innovation Case	5	S 1	Project	<p>The innovation case project forms part of the Bachelor in Idea & Innovation Management and proceeds via a series of coaching sessions. It is a sub-topic of the broader subject and frames within the educational discourse, enhancing the programme's vision of learning by doing. This class is the literal execution of a concrete innovation-related-project for a real client.</p>

				<p>This project demonstrates that you have acquired the necessary skill-set to tackle a real innovation problem (possibly within a team-context) and that you can support this with an independent piece of work.</p> <p>Evaluation ➔ 100% Final Report & Presentation (<i>Indicative, to be confirmed</i>)</p>
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