

## 8. SRH INTERNATIONAL WEEK 2017: Course description

<b>Title of Course:</b>	Designing a better business through innovation
<b>Language:</b>	English
<b>Course Type:</b>	Seminar
<b>Work Load:</b>	20 hours (including exams on Friday)
<b>Lecturer/Title/ Home University:</b>	Marc Clerkx, Marketing Lecturer at the University College Thomas More Kempen, Belgium (www.thomasmore.be) Former Senior Project Manager, Flanders District of Creativity ( <a href="http://www.flandersdc.be">www.flandersdc.be</a> )
<b>Course description/ Contents:</b>	<ol style="list-style-type: none"> <li>1. How to move from an efficient driven company to <b>an innovative driven company</b>?</li> <li>2. What is the role of <b>(entrepreneurial) creativity</b> in this process?</li> <li>3. Why is <b>'value-innovation'</b> even more important then 'technological-innovation'?</li> <li>4. Where to find instruments to innovate in the value chain of a company/organization?</li> </ol>
<b>Learning outcome:</b>	<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. The students will:</p> <ol style="list-style-type: none"> <li>1. Be able to think more 'out of the box'</li> <li>2. Be able to see creativity as an attitude</li> <li>3. Be able to understand that entrepreneurial creativity is the fundament for competitiveness</li> <li>4. Learn techniques to innovate in the value chain of a company</li> </ol>
<b>Examination:</b>	Presentation of a self-developed case (in small group)
<b>4 questions to be prepared by the students prior to arrival:</b>	<p>What is your definition of 'creativity'?</p> <p>What elements are, according your own opinion, important for a company to become more innovative?</p> <p>What obstacles do you see in companies / organizations, that hinder the process of innovation?</p> <p>Bring me some examples of innovative companies and tell me why you think they are innovating?</p>
<b>Essential reading:</b>	<p><a href="http://bear.warrington.ufl.edu/weitz/mar7786/articles/amabile%20ccal%20mgt%20review.pdf">http://bear.warrington.ufl.edu/weitz/mar7786/articles/amabile%20ccal%20mgt%20review.pdf</a></p> <p>Teresa M. Amabile, Motivating Creativity in Organizations: on doing what you love and loving what you do, California Management review, vol 40, no 1, Fall 1997</p> <p>Prof. Amabile researched already in the late nineties the importance of Creativity in organizations, although only now, companies feel the urge to become more creative!</p>