

Course: International Innovation Experience and Communications

credits: 5

Course code	LBVB21IEC1	Modes of delivery	Education
Name	International Innovation Experience and Communications	Assessments	Portfolio - Portfolio assessment Presentation - Presentation
Study year	2021-2022		
ECTS credits	5		
Language	English		
Coordinator	R.A. Gibson		

Learning outcomes

Upon completion of this course, students should be able to:

- Use creative thinking to transform an idea into a scalable business model;
- Show willingness to apply the method of design sprint (derived from design thinking) to a real problem;
- Use specified research methods to develop a validated business model;
- Show their own design process based on the stages of Design Sprint and provides examples of each step;
- Develop a prototype to demonstrate the business model;
- Present the business idea in a pitch;
- Be aware and understand the impact of innovations and innovative entrepreneurship of the (European business) community at large;
- Search, analyse and evaluate ideas and put these ideas in writing towards purposes and verbal delivery of a presentation;
- Incorporate the persuasive appeals of ethos, pathos, and logos into a presentation;
- Present a (business) innovation to an international audience;
- Critically analyse and in a constructive manner reflect on own and peers' (written) presentations in light of structure, content, and style

Competencies from the IB Programme Learning Outcomes (at level 3): WT 1; WT 2; WT 3; WW 4; WW 6; TWM 24

Content

Design Sprint, Team Canvas, Ideation Tools, Customer Journey Map, Value Proposition Canvas, Business Model Canvas, Intermediate Pitch to Class, Persuasive Appeals

Included in programme(s)

Minor European Business

School(s)

International Business School

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