

# INTERNATIONAL INNOVATIONLABS

InnovationLab



FROM IDEA  
TO SUCCESS

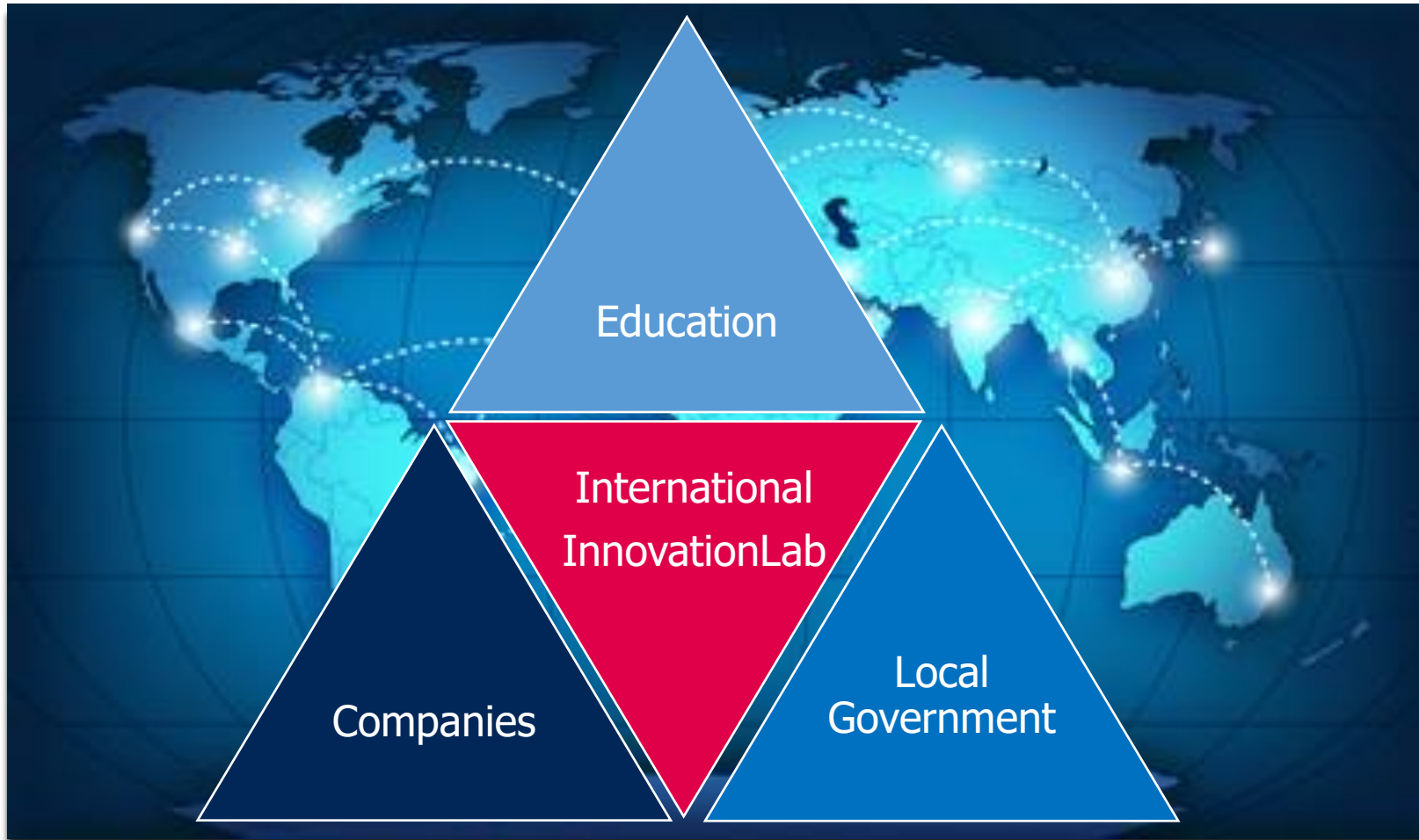


***A taste of true innovation and creativity  
in SMEs!***



*"From idea to concept"*

*Entrepreneurship*



*Innovation*



*"A taste of true innovation and creativity in SMEs! "*

- 12-week study program on **genuine business cases** in marketing, communication, event, administration, project management, accountancy, finance and jurisdiction, IT
- multidisciplinary **student teams** for **innovative multidisciplinary projects** such as **developing and implementing** business plans, communication strategies, experience marketing, social media campaigns, events, (in the future) IT-solutions



*"A taste of true innovation and creativity in SMEs! "*

The objectives of International **Innovationlabs** are :

- ✓ To develop and implement **innovative** and **creative** solutions for existing companies & starters
- ✓ To **work** together in **multidisciplinary teams** of Marketing, Finance, Accountancy, Law & Office Management students (IT-students under construction)





*"A taste of true innovation and creativity in SMEs! "*

The objectives of **International** Innovationlabs are :

- ✓ To enrich the project results with multicultural insights
- ✓ To give students the opportunity to think and act internationally, an asset that becomes more and more important in the future



# International Partners

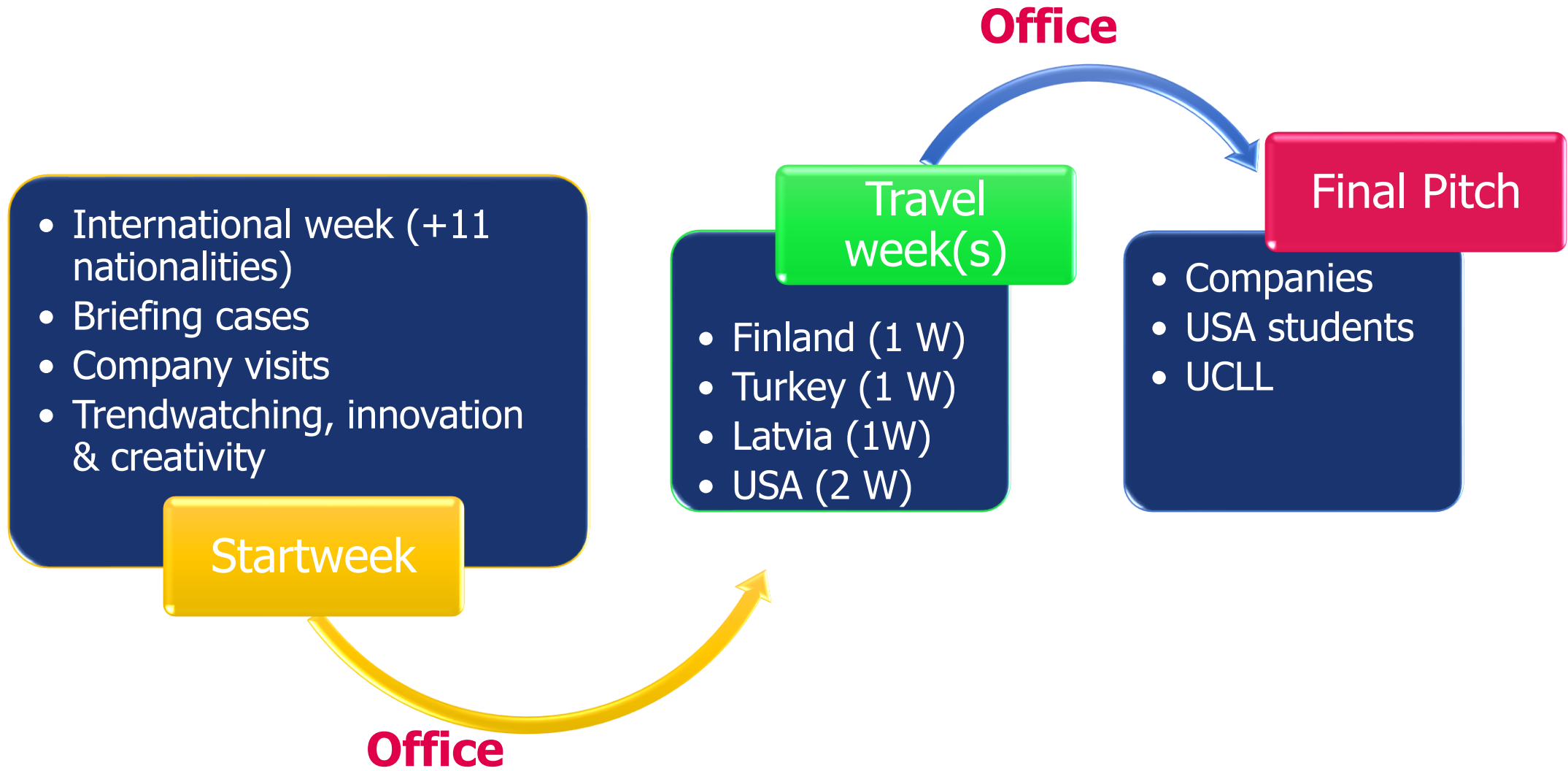
## 1. International Innovationlab Europe with students from:

- Finland, Helsinki
- Latvia, Riga
- France, Lille
- Turkey, Izmir
- ...

## 2. International Innovationlab with students from:

- USA, Kansas
- India
- ...

# Process







# USA



- Start ILL: Belgian students ✈️ USA (2 weeks)
- End ILL: American students ✈️ UCLL (2 weeks)
- Both Belgian and American business cases
- Supportive virtual collaboration during 8 weeks



# Finland – France – Latvia – Turkey

- Start IIL: Foreign students ✈️ UCLL (1 week)
- Middle IIL: Belgian students ✈️ Abroad (1 week)
- Both Belgian and foreign business cases
- Collaboration during exchange weeks & virtual collaboration



# BIP Content: Collaboration Partners Europe

Foreign students visiting Belgium and/or Belgian students visiting foreign partners:

- Introducing Tools on Creativity, Trends & Business Innovation
- Input on business cases (Belgian and/or cases from partner institutions):
  - Joint brainstorm (ex. GPS / LEGO Serious Play/ ...)
  - Exchange ideas and solutions on specific business cases
  - Developing Business Model Canvas (Osterwalder)
  - Introduction to Design Thinking & the Sprint Innovation Method
- Company visits and Cultural program

Virtual Teamwork on the business cases

→ **BIP: 3 ECTS or 5 ECTS (TBD)**

# International Innovationlab in a nutshell

- Around **20-25 UCLL students** & a lot of students from partner institutions
- **Self-managing teams** of 3 to 4 students per case
- Each group has a small office at the campus
- 2 coaches (= lecturers UCLL) per team
- About 6 to 8 companies participating
- 1 or 2 groups in contact with 1 international partner
- Student's **application**: CV + motivation letter + intake interview
- **Competence test** at the start

# Innovationlab in UCLL study programme

- Innovationlab runs during 12 weeks (from March till June)
- Replaces an external internship (14 + 3 ECTS)
- Individual paper on a subject linked to the business case within the Innovationlab (8 ECTS)
- Innovationlabs + individual paper amounts to 25 ECTS



## *International InnovationLab a success ?*

- Students working for **real** company ensures a higher level of **students engagement**
  - Collaborating with students from **different disciplines** takes output to **higher level**
  - Students work according principles of **Design Thinking**, to stimulate creative and innovative solutions
  - Students organize **workshops** on new innovative theories and insights and carry **organizational assignments** → exchange of knowledge & project & planning skills
  - The **international aspects** broadens their way of thinking and world view + adds to outcome of the project
- Win companies: they welcome the **creative input** and **newest insights** gained by the students.
- Win for HEI: - offer **genuine** business cases
- **latest knowledge** in theories, models, and innovations are tested and implemented in curriculum
  - working in **international** context

# Contact

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