

SUMMER COURSE CLASS DESCRIPTION

Experience the Spirit of Europe

Name of class: Brainstorming for start-up ideas	Module leader: Annelies Schrooten & Jan Beddegenoots	University: University Colleges Leuven-Limburg, Belgium
Contact hours: 4		

COURSE DESCRIPTION / AIMS

Students will be introduced and receive hands on exposure to the key principles behind start-up survival and the creativity techniques for disruptive start-up business idea generation by project teams and individuals.

PREREQUISITES

None.

CONTENT

1) The start-up survival rules • One start-up idea succeeds beyond its founders' wildest dreams. Another fails to survive in the market after launching. A third doesn't even make it out of the starting gate. Apart from sheer luck, the difference between them boils down to a few key patterns - the start-up survival rules. Understanding the rules will help students recognize high potential start-up ideas at an early stage, separate the wheat from the chaff and prevent a prolonged investment of energy in flawed ideas.

2) Creativity techniques for start-up idea generation • The right disruptive business idea is the cornerstone of exceptional start-up success. How to make that one golden mental jump, individually or within a project team? Through a modicum of theory, simple examples and little hands on tests, students experience that the concept of the lone creative genius is a myth more than anything else, that creativity is within reach for everyone with the proper toolset and that different problem solving situations require alternative idea generation methods.

3) The team brainstorm exercise • Blending the learnings of the 2 sessions, students are then challenged to apply their understanding of brainstorming in small teams on creating a strong new business idea within the framework of the start-up survival rules.

4) Assessing the start-up idea • A brief presentation of the their idea by each student team rounds out the course, for in class discussion and feedback by the lecturers.

LEARNING METHODS

Lecture, interactive class discussion and group exercises.

ASSESSMENT

Compulsory attendance; continuous assessment based on the students' participation.

Examination at the end of the Summer Course.