



CENTRE OF EXPERTISE

BUSINESS INNOVATION

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Entrepreneurship does not only require some necessary initiative but it also demands the knowledge of a target group's needs, the formulation of business strategies, the efficient use of marketing means etc. Not all organisations have the necessary expertise at hand at any given moment, which is the exact reason why the centre of expertise Business Innovation within the group Management and Technology wants to fulfil this need. The expertise in this centre is both based on practise-based scientific research and on the researchers' extensive experience, gained by working in the private sector.

This happens within the following domains:

- **Marketing communication**
(e-marketing, sensorial marketing & retail marketing)
- **Market research**
- **Entrepreneurship and Strategic Planning**
- **Law in practice**

Services, contract research and custom-made trainings are possible.

www.ucll.be/businessinnovation

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