CASEWORK IN COLLABORATION WITH PRIVATE AND PUBLIC ORGANIZATIONS

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REAL LIFE CASES AS BASIS FOR STUDENT WORK IN 'INNOVATION CHALLENGE'

Companies share their 'Innovation Challenges'

1. Companies **present** their challenges at the start of the semester
2. Students work in **groups** on one assigned challenge during the semester
3. Phases and **methods** are introduced continuously
4. Groups **present** their work for the companies midway and at the end of the semester
5. Group **reports** on the project and the process are the basis for the exam
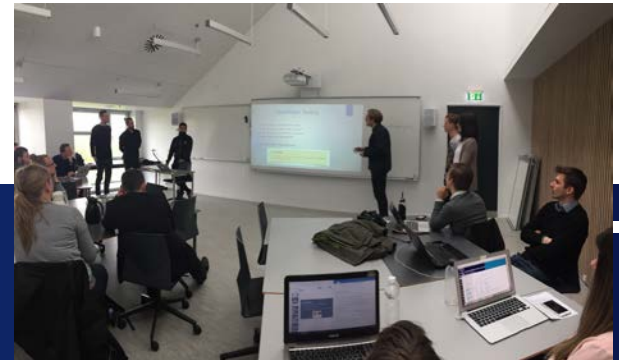
AIM OF GIVING STUDENTS REAL LIFE CASES IN COURSE WORK

Student learning:

- Theoretical and practical experience with the challenges of innovation work

- Facilitate the link between theory and practice

- Train students in creative problem-solving: work independently and take initiative

- Experience (cross functional) team collaboration

- Theoretical reflection based on experience

AU advantage:

- Strengthening our relation to the surrounding society

CASES FOR THE INNOVATION CHALLENGE COURSE

Danske Bank 2017 Challenges:

- The future of payment
- The economy experience
- The social economy

An opportunity to change the world of Banking

APPlab, AU Hospital 2015 Challenges:

- Medicine at home
- Kidney catheter
- Severe Grief

THE AIM OF THE COURSE

Focus is on understanding the **process** for innovation projects (ups and downs)

And on the different **methods** that may be used throughout the process

The solution itself is **NOT** important

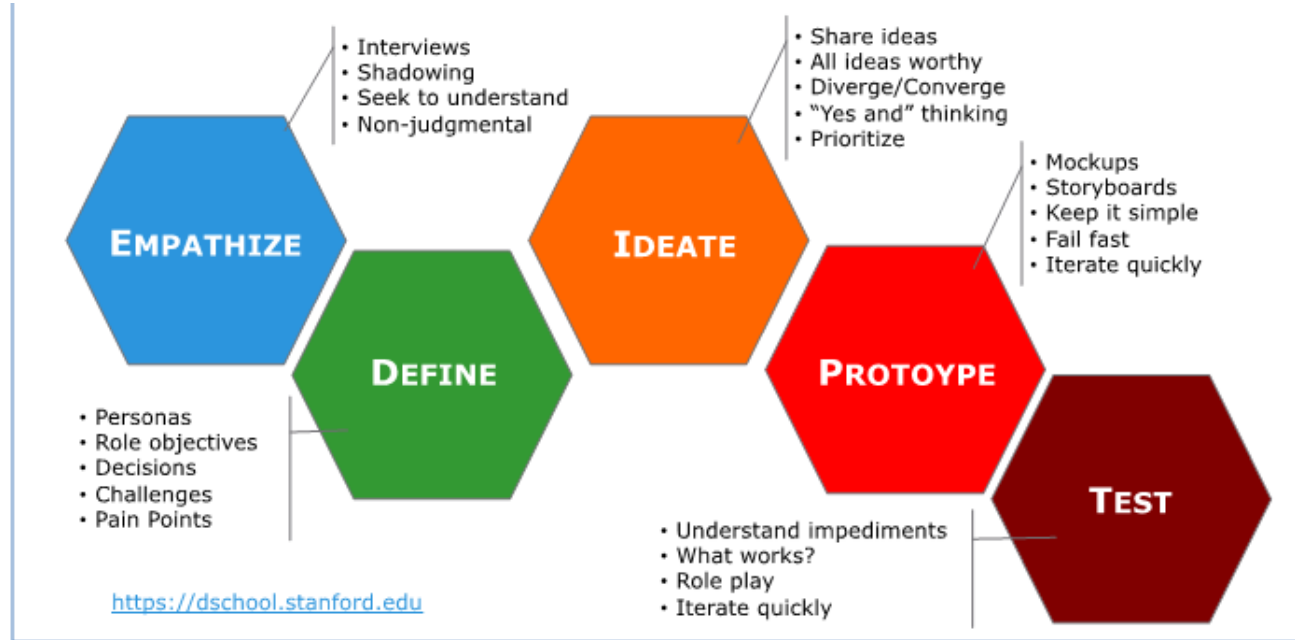**Process** - a design thinking process

Methods - empathizing with users, identifying user needs, creative techniques, design constraints, value proposition, pro(e)totyping and testing

STANFORD D.SCHOOL DESIGN THINKING PROCESS

EXPERIENCE

- It takes **time** to find the cases
- I always meet the companies and talk **expectations**
- I use my **network** to find the cases and 'old' students contact me in their current jobs

- Students enjoy it
- Companies are happy
- I find it rewarding to see how students grow with the challenge

STUDENT QUOTE FROM EVALUATION

'I just think that the structure of the course in general has been beneficial. It takes us through a journey with our projects, and everything you learn is relevant to your assignment in that time frame.'

'I particularly like the hands-on approach, because it pushes us to step out of our comfort zone. I hosted a workshop for complete strangers, which is something that I have never done before.'

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