

Instant Innovation Camp Elective at Copenhagen Business School

Theme: Sustainability

www.instantinnovationcamp.dk

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Studerende på innovation camp

■ Uddannelse

AF NIELS BARFOD

Handelshøjskolen i København, CBS, er i fuld gang med at sætte et helt nyt innovationsudviklingskoncept op, et to-måneders undervisningsforløb, hvor studerende afsluttende kan deltage i en *instant innovation camp*, hvor de i et forceret forløb på 30 timer kan arbejde med udviklingen af et rigtigt forretningsprojekt, som sponserende virksomheder præsenterer dem for. Der er plads til 60 studerende på holdet, som starter til marts næste år.

Programmet er sammensat af Christoph Hienrth fra CBS og Sammy Heroon, der oprindeligt

er uddannet atomfysiker med 12 års baggrund som innovationsmand for amerikanske Proctor & Gamble, sammen med Frederikke Kroon fra Marketing Consulting Services og Øresund Entrepreneurship Academy. De deltagende studerende, som alle skal have en uddannelsesmæssig bachelor-baggrund, kan i princippet komme fra alle studieretninger. Når forløbet er evalueret, er det tanken, at konceptet skal eksporteres til andre universiteter i verden.

Kurset fokuserer på kritiske problemstillinger inden for sundhed, energi, sikkerhed og klimaforandringer. Der er plads til seks virksomheder og 60 studerende på programmet.

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Students on Innovation Camp

Education

By Niels Barfod

Copenhagen Business School is in the process of creating a completely new innovation development concept, consisting of two months of lectures and a final in the form of an *instant innovation camp*, where the students, in a forced sequence of 30 hours, work with the development of a real business challenge, introduced by sponsoring companies. There is room for 60 students on the elective course, which will run from the end of March next year.

The programme is put together by Christoph Hienrth from CBS and Sammy Haroon, who originally is educated a nuclear physicist with 12 years of experience as innovator in Proctor & Gamble, together with Frederikke Kroon from Marketing Consulting Services and Øresund Entrepreneurship Academy. The participating students, which must have at least a bachelor degree, can in principle be from all lines of study. When the course is evaluated, the attention is to export the concept to other universities around the world.

The elective course focuses on critical problems in the area of health, energy, safety and climate changes. There is room for 6 companies and 60 students on the programme.

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www.marketingconsultingservices.dk

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