



WIRTSCHAFT
HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES

Business Creativity Workshop (E), 11046

Brave New Work

Wednesday, 13:30 – 16:45 CET



NO ,lecture as usual'



*"The mind is
not a vessel
to be filled,
but a fire to
be kindled."
(Plutarch)*



The original intention

AND THEN CAME CORONA

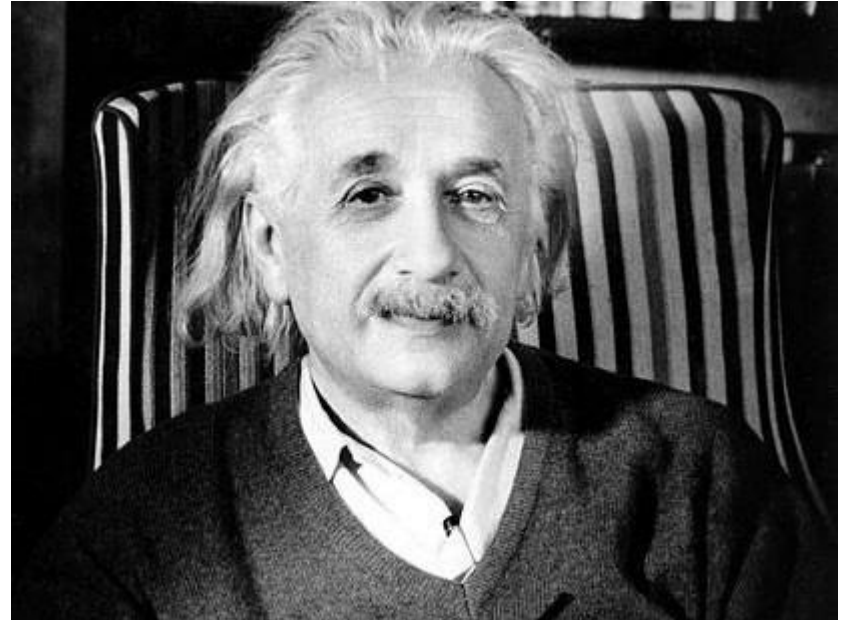
HOW THE COEUR BUSINESS CREATIVITY WORKSHOP DEFIED CORONA

On an evening in September 2019 in Wrocław, students and coaches from 4 EU countries and a Brazilian guest, celebrated the 17th COEUR Workshop at the University of Economics and Business. For one week, they had worked together, developed entrepreneurial ideas in E-sports and presented them to a jury of entrepreneurs, investors, and business specialists. In the ceremony for the best ideas, the 18th workshop was announced to take place at Haaga-Helia University (Helsinki). The preparation started — and then came Corona.

The Goal

Logic will get you
from A to B.

Imagination will
take you
everywhere.



Albert Einstein (1879-1955)

Genius, Natural scientist

The Crew (not all of us yet)



Tomasz Dyczkowski, WUEB Wroclaw
Andrew Turnbull, RGU Aberdeen

Matthias Eickhoff, HS Mainz
Maija Suonpää, HaagaHelia Helsinki

WHY choose BCW ?

“The presentations showcased education at its best. Students displayed innovative thinking and practical solutions based on their Marketing and Strategic Management knowledge. Being a judge was an uplifting experience.”

Dr. Andrew Martin, Director of the Scottish Centre of Tourism and Aberdeen Hoteliers Association Chairman

Measuring Success

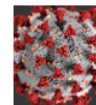
“I will put all my money [a 100 T€ budget the Jury was asked to keep or invest] in the Artistry project. Maybe I will lose the money, but I am willing to take this risk.”

Prof. Dr. Grzegorz Krzos, Wroclaw University of Economics and Business

<https://www.hs-mainz.de/microsites/hochschule/sonderausgabe-forum/forum-digital-1-2021/wirtschaft/and-then-came-corona/>

BUSINESS CREATIVITY (E)

11046



18. COEUR Workshop => 2022

Corona - as an external incident - redefined the framework of entrepreneurial success and supported the value of a course such as COEUR that offers what is needed in a surrounding of open change: a survival toolbox integrating creative problem solving and entrepreneurial decision making. The COEUR network invites to a unique workshop about 'the new normal' in Business Model Innovation:



Brave New Work!

Idea

Students from COEUR Partner Universities work together during the semester in diverse virtual teams to develop entrepreneurial ideas to innovate post-crisis business-models.

Input Processes

Lecturers from partner universities (Aberdeen, Helsinki, Wroclaw, Mainz) and external guests deliver focused content in the fields of Creativity, Entrepreneurship, Trends etc. linked to the specific situation.

Team Processes

Students analyse new options and needs of both enterprises and workforce and develop entrepreneurial ideas about future business collaboration, discuss and check ideas with entrepreneurs. Lecturers accompany the teams as coaches.

Product

An innovative concept of 'New Work' in a post-COVID area, presented to a jury of entrepreneurs, investors, industry-specialists.

Marking

Integrated from all lecturers on presentation and case-report.

Contributions from

Maija Suonpää
[HaagaHelia, Helsinki](#)

Isabelle Hillebrandt
[HS Mainz](#)

Andrew Turnbull
[RGU Aberdeen](#)

Tomasz Dyczkowski
[WUEB Wroclaw](#)

Matthias Eickhoff
[HS Mainz](#)

& External Guests

More? Prof. Dr. Matthias Eickhoff: matthias.eickhoff@hs-mainz.de or 0170.2382859 ...24/7

Meinungen aus der Zielgruppe...

“I perceived the course as something really great. My English is not the best, but I was obliged to step out of my comfort zone. I think it is important to face our fears. What I also really liked were the lectures given by the professors. The lectures were held with enthusiasm, which I perceived as very positive. Thank you for that experience.”

Yanic Berthes

“Business Creativity is a great module from which I was able to take a lot, especially for my personal development. Unfortunately, you rarely get the opportunity to work together on a multinational basis and acquire intercultural skills in the process. It is all the better that some innovative professors have teamed up to give their students a new level of study. It is precisely such courses that drive a university forward in times of internationalization through digitization.”

Ann-Kathrin Grohs

Grading

Final marks will be fixed on the basis of several components:

1. Team presentation
2. Jury feedback
3. Project documentation
4. Individual performance

FAQ

**For any request please mail to
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or call

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