

This is a directed supplement to the Electoral Catalog Spring – 2022

The supplement deals with the following electives:

Butterfly – Intercultural Innovation Business Challenge

Content: This is an Intercultural project. You will be taking part in lectures given by professionals from *Mexico, Bulgaria, Spain and Denmark*, and get the opportunity to enlarge your personal international network. The program will contain a mixture of theoretical lectures -introduction to the tools that you will need to apply for your project, and practical work in groups with support of the different lecturers. But the Course will be ***mainly practical and case-orientated based on work-shops.***

It is an intensive 5 days course -both in class and online, and the concept will be that you learn ***HOW TO DETECT AND SOLVE A CHALLENGE*** from international professionals, and at the same time you inspire them with the ideas that you will develop through this course. The main objective will be *to support an International Start-up business in Denmark* working not just with the main creator of this Startup ***“Life Design Circle”*** originally from Bulgaria, but also with other professionals used to work in International Work Environments. *The main idea is to help this entrepreneur to open the business to other international markets and to attract new customers from different nationalities. But it will be mainly up to the students to detect the challenge they will be working with.*

This subject will mainly pursue that students apply the knowledge and theoretical models acquired in other subjects and combine them with Design Thinking tools to create an action-collaboration program for the process of attracting new international clients by this still small business project. *Intercultural Cooperation-Communication, Design Thinking-Double Diamond and knowledge from other previous subjects*, will be the main tools to be used by both students and professionals who will guide them during this intensive course. The main motivation of this course will be to support a new business initiative from the perspective of work and intercultural cooperation and to empower the students to detect a challenge and design ways to work.

The workshop program will be structured with some *Innovation Process Methodology*.

In concrete ***Design Thinking Tools***, which will be introduced by different experienced professionals according to their different intercultural and professional experiences. Our ambition is to empower the whole program with usage of modern digital communication technologies, which will also promote digital skills of the participating students and teachers. We plan to use platforms like Moodle, Zoom and other.

Knowledge Theoretical framework of the program will include the following topics- learned in a practical way through their cases: Design Thinking-Double Diamond and Sustainable Innovation. And you will apply the previously concepts learned of subjects as Marketing, Sustainability, Customer Psychology or Entrepreneurship. This course will mainly aim to work in a practical and interdisciplinary way having as main tool: Design Thinking Tools.

Skills and competencies: The focus of the program will be to train Intercultural communication and cooperation skills and competencies among participating students.

Formal requirements: The exam will be held as a combination of a written report and an oral presentation. The report will be written in small groups, maximum 5 pages (1200 characters incl. spaces, excl. front page and appendices).

Scope of ECTS: 5 ECTS Instruction: English

NOTE: The tuition takes place over 5 on-line modules in April (3-7pm), and due to time differences the program will consist of *online sessions lasting until 18:00 Danish time*