

Fiche de cours 2026-2027

Bloc 1

Niveau CEC 6

Code UE ERA213

Nom de l'UE Creativity Business Models

Responsable(s)

Enseignant(s) Caroline VAN HOECK

Crédits ECTS 5.0

Quadrimestre 2

Obligatoire Oui

**Catégories
compétences**

Prérequis N/A

Co-requis N/A

Est prérequis de N/A

Langue Anglais

**Compétences visées du
référentiel**

Acquis d'apprentissage intermédiaires et/ou spécifiques (Objectifs)	Ready to think differently about business and innovation?
	In this course, you will explore how organizations can create value in a fast-changing world shaped by digital transformation, sustainability challenges, and evolving customer expectations. Through creative problem-solving, market exploration, and collaborative projects, you will learn how to identify opportunities, generate innovative ideas, and transform them into viable business concepts. Working in teams, you will develop solutions to challenges while strengthening your entrepreneurial mindset, leadership skills, and ability to adapt to uncertainty. The course encourages experimentation, critical thinking, and curiosity, helping you understand how innovation can drive positive economic, social, and environmental impact. Special attention is given to teamwork, effective communication, and the responsible use of artificial intelligence as a tool for creativity and decision-making.
	Knowledge & Skills - Analyze and model any existing business or entrepreneurial initiative - Understand the importance of innovation and differentiation in ensuring the sustainability of a business - Develop creativity and idea generation - Listen to and analyze customer needs based on rigorous surveys - Build a fictional entrepreneurial project by coherently applying the various tools and concepts covered in class - Analyze the economic, social and environmental impacts of an entrepreneurial project - Write reports and deliver effective presentations - Apply course concepts independently, without relying on AI, to demonstrate sufficient understanding for critically analyzing and evaluating AI-generated outputs Soft Skills - Work both independently and in groups - Collaborate effectively within a team on an entrepreneurial project, adopting a structured project management approach and actively contributing to each stage of the collective work
Contenu	This course introduces students to the fundamentals of business models and how they can be designed to address today's economic, social, and environmental challenges. Through the lens of sustainable development and entrepreneurial responsibility, students explore the 17 United Nations Sustainable Development Goals (SDGs) and learn to identify how businesses and entrepreneurial projects can contribute to them. They learn to analyze customer needs through field surveys. The teaching approach combines theory with practical application. Working in teams, students analyze existing companies or initiatives and develop a fictional project involving the creation of an innovative product or service. They design a coherent business model, validate their value proposition with potential customers, and demonstrate how their project concretely contributes to one or more Sustainable Development Goals (SDGs).
Méthode d'enseignement	• Theoretical courses illustrated by practical examples • Inductive approach by observing concepts and building the business model of existing companies and/or entrepreneurial initiatives • Deductive approach through the application of concepts and the design of an own innovative business model

Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

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Forme	Description
Parcours pédagogique sur Moodle	Moodle platform: theory PPTs and exercises. Other materials may be used at the discretion of the teachers.

Supports de cours complémentaires

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

Forme	Description

Modalités d'évaluation générales

%	Période	Nature
100	Evaluation permanente du deuxième quadrimestre	Ensemble de devoirs ou travaux

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
Néant		

Modalités d'évaluation de seconde session

%	Période	Nature
Néant		

Commentaires concernant les évaluations Given the specific nature of this teaching unit, which is mainly composed of practising, the different evaluations cannot be organized without the student's presence. It is also not possible to carry out this activity in the second session. Students will be evaluated on their group deliverables as well as their individual participation and commitment. Attendance is mandatory. Absences will be penalized and will have an impact on the final grade.