

# Business Innovation

Our Business Innovation programme teaches you new ways to think, be creative, and turn your ideas into reality. 'Innovation' comes in all shapes and sizes, just like people. You will set out to change the status quo in your chosen field.

You will learn to improve and (re)invent products and services, and develop solutions that benefit society. You will also study how to turn businesses smart, responsible, and future-proof.

Be free to seek out your passions and build your career around them!



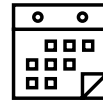
4 Years  
full-time



Location:  
Amsterdam



Language:  
English



September  
2024



Bachelor  
of Arts



Year 1:  
±80 students

## Your profile

- ✓ You are comfortable with the uncomfortable.
- ✓ You are a creative spirit who likes to experiment.
- ✓ You want an early start solving real-world challenges and building your professional network.
- ✓ You need a flexible learning environment to grow.

## Your dream job

- Business Developer or Analyst
- Creative Strategist
- (Serial) Entrepreneur
- Experiential Marketeer
- Innovations Specialist
- Responsibility Manager
- Service or Product Designer
- Sustainability or Social Manager

# Changemakers of tomorrow

Our students and lecturers come from all over the globe, creating an open and international climate for you to thrive in. The programme prepares you to go out into the world with a keen sense for trends and innovations, business and entrepreneurship. By the time you graduate, you will have worked with several real companies and been coached by a wide range of experts.

## Roadmap

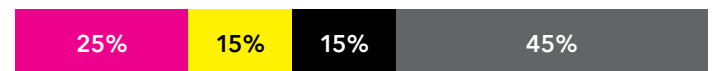
- Study Unit 1** - In Transforming Society (10 EC), you study a variety of societal and economic models, trends and developments.
- Study Unit 2** - In New Value Creation (10 EC), you develop concepts for new, innovative products and services. You learn about creating value through innovation, how to think like a product designer.
- Study Unit 3** - In Creating a Mindset (10 EC), we study how to make positive, meaningful change happen in the world. You will explore how to play an active role as a young professional - as leader, problem solver and creative thinker.
- Study Unit 4** - In the Personal Experience Studio (10 EC), you will choose the skills you want to develop further. It is designed to help you find your purpose and put that purpose to work.
- Study Unit 5** - In Launching Societal Impact (20 EC), you will focus on a current urban issue, and use future-proof models to identify and create solutions.



“The focus on practical learning combined with business innovation in the creative world is what drew me towards this course.”

Flann, fourth-year student

## Forms of education



- Lectures
- Internships
- Fieldwork
- Collaboration with peers, coaches, researchers, clients/partners

## Facts & Figures

4d

a week  
in school

40h

study workload  
per week

50

min. number of  
credits for year 1

90%

graduate  
employment rate



Do you want more information on this programme? Check [inholland.com/bi](http://inholland.com/bi)



Contact our student buddies

