

Academy: Academy for Leisure

Programme: Social Innovation – Spring semester only!

Contact person: Ms Annet Ghering

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IMPORTANT DATES:

To be announced	Introduction International students
Please contact Annet Ghering if you want to plan a Skype meeting!	
10 February 2020	Start second semester
24 February – 28 February 2020	Spring Break
27 May – 1 May 2020	May Holiday
10 July 2020	End of programme

Course overview Social Innovation 1920

Social Innovation

In contrast to the other programmes, Social Innovation does not offer a fixed programme that students attend as one group. The programme is divided into four main parts: **Experience Design** (Designing meaningful experiences and Marketing), **Community Design** (Stakeholder Management in Profit and Non-profit Sector), **Process Design** (Facilitating Processes in View of Organization and Societal Change) and **Expedition** (Personal and Professional Leadership/ Development). Each design offers a theme day each week and these can be attended by students from different teams as well as by external participants. The theme days will entail a variety of working methods such as lectures and guest lectures, presentations, assignments and exercises. Students are expected to prepare theory by means of literature and knowledge clips. Each theme carries 1 EC and will be assessed by means of a theme report in which students demonstrate a thorough understanding of the topics linking theory and practice.

The expedition consists of meetings, workshops and sessions which allow students to work on their personal and professional skills and explore developments relevant to Social Innovation and the Leisure Industry. The expedition is assessed by means of a Personal Identity Talk and an interview with experts.

Meanwhile, students work on projects, individually or in groups. They find projects themselves and are responsible for the contacts, execution and result. They can use the theme days, expedition sessions and meetings with experts, alumni and other students for input, support and feedback. The number of EC carried by a project will be decided by its complexity and size. To hear from Performatorians what the projects may involve, please send an email with your questions to: Performatory@gmail.com. You are also welcome to contact Annet Ghering to ask any other questions you may have.

English skills (Presenting and Reading, each carrying 2 EC) are integrated in the assignments but will be assessed separately.

Exchange students can attend the theme days, find and do a project of their own, attend the Expedition or a combination of all the above.

Exchange students who would like to do Social Innovation will be contacted in the months before the start of their exchange so that they can be informed about the way of working, get to know the other students and start looking for a possible project. For more information about Performatory, please see the website: <http://performatory.nl/>

Topics and skills included:

Experience Design

ABC model, internal/external analysis, value fit, creative sessions, SWOT, segmentation, strategic options, vision, values, trends, concept design, ACTIVE, social media, online marketing, experience tools and building blocks, 5 marketing p's, co-creation, experience platform/social communities, CRM, , marketing experiences, customer journey, design thinking, creative techniques, digital platforms.

Community Design

Networking, process, vision, research and analysis, cultural perspectives, strategic choices, public and private sector organisation, multidisciplinary, trans-sectoral, co-creation, stakeholders, result- and relationship-oriented, strategic choices, risk analyses, feasibility.

Process Design

Social Processes, Language and Communication, Facilitating Group processes, Nowadays Societal and Organisational Dynamics, Designing Conversations and Collective Creativity, Appreciative Inquiry, Creativity, Meaning making.

Expedition

The expedition consists of a variety of activities (sessions, meetings, interviews, workshops) that support the development of professional skills; personal and professional leadership and the exploration of developments related to social innovation. Incoming exchange students who are interested in participating in the Expedition can also obtain EC by taking part in the sessions, writing a final reflection report on their development and do a Professional Identity talk .

English

Presentation skills and Reading skills are integrated in the theme days and the Expedition. Incoming exchange students can attend the consultation sessions and work on these skills individually or with other students.