

MINOR URBAN INNOVATION

The Urban Innovation minor helps you become a top consultant in your specialist field. This minor is the perfect fit for you if you enjoy helping others and sharing knowledge and you want to find out how organisations work.

This minor is conducted in English and it is open to international students and the Erasmus Exchange Programme. The minor was developed within and is currently run by the Academy of Engineering and ICT (AE&I) in Breda.



Thinking outside the box and putting forward innovative ideas and creative solutions have become essential elements of consultancy work. This programme gives you the opportunity to acquire these skills as part of a multidisciplinary team.

Together, you will collaborate on a case submitted by students or a real-world business assignment. This will involve a project or research assignment in which you

provide sound interdisciplinary advice and implement it.

Learning objectives

By studying a problem and its solution using an interdisciplinary approach you will learn how to develop innovative ideas as part of a team. The skills you acquire as a team member on this project will be vital in your future role as a consultant.

You will be able to apply the knowledge you acquire during the Urban Innovation minor immediately when carrying out your graduation project. After successfully completing this programme, you will be able to:

- Apply multidisciplinary expertise both independently and for the purposes of collaboration and integration
- Apply research methods
- Analyse specific problems in professional practice
- Manage a consulting process
- Direct the development of your skills knowledge and attitude

Career prospects

Upon graduation you will be able to apply the skills acquired during the programme in a future role as a manager or consultant. As the Netherlands has the highest manager number of consultancy jobs in Europe, the career prospects in this country are good if you are aiming for a career in consultancy.

Some of the most appealing aspects of consulting are the huge variety of projects you will work on, the colleagues you will work with and the clients you will meet. Many consultancies also offer international travel opportunities You will be

entrusted with responsibility and working with senior clients very early on in your career, which is exciting if you are the type of person who thrives on challenge.

A career in consulting offers the chance to keep learning and developing throughout your career.

Thanks to the toolkit of business and management skills you will develop, consulting could open up interesting options in other career areas further down the line. If you work on a successful consulting project there is immense satisfaction when you see that it has made a real difference and benefited a client.

Programme structure

You will be placed in a team with several other students to work on a shared assignment. As a specialist in your area of expertise, you will be expected to contribute your specific know-how and put your skills to work.

The Urban Living Lab

You will attend sessions at the Urban Living Lab in Breda on two set days a week. In addition, you will be able to collaborate with students and lecturers in your own virtual community which is always available online.



You will spend about 20 hours a week on the group assignment over a period of 18 weeks. For the other 20 hours a week you will work on your individual development goals and learning arrangements.

Project steps

During each step of the project, you will focus on gaining the specific competencies required to complete that step.

The project steps are as follows:

- conducting an intake interview with the client
- defining and clarifying the assignment
- applying research methods
- analysing the data obtained
- formulating several solutions
- presenting your advice using a range of methods

Teaching methods

Urban Innovation is taught at the Urban Living Lab in Breda. The programme's lecturers will act as senior consultants who will help you as junior consultants to achieve results. As part of this you will listen to 'campfire' stories, take part in training sessions and follow courses about the research approach, project implementation and applied knowledge related to the professional content.

Entry requirements

This programme's open to students from all disciplines You may enroll if you have:

- passed the propaedeutic phase of your own study programme
- successfully completed your work placements
- completed at least three-quarters of your bachelor's degree programme

You are expected to demonstrate strong skills and be highly motivated. To make sure you are aware of what this programme demands, you will be invited to a personal intake interview.

Examples of clients and assignments

This minor has been given since 2011 at Avans University. In the past period we had a lot of interesting clients and assignments. To give you an idea, here is a short list of this:

- To investigate the possibilities of Urban Farming in the center of Breda for the Research Group Robotics and Sensors
- To investigate the possibilities of using Wind energy in urban area's for the Research Group Smart Energy
- Conducting research into and giving advice on the current situation of waste processing at a business park in Breda for the Municipality of Breda
- The Equal Life project is an European project in which a team investigated the impact on the mental health of young people aged 0 to 21 years. This project required a method to monitor the activities and location of the subjects. To this end, the project group of the Minor Urban Innovation has conducted research and formulated various methods that can be used in the Equal Life project.
- How can the Red team Breda project team, in collaboration with the municipality of Breda, the smart energy research group at Avans and Team Red from Eindhoven, issue advice on making the Minervum area more sustainable in the field of energy/energy transition and the consequences at the level of make users visible
- What is needed to create broad social support for large-scale and intensive robotized agriculture in the city of Breda
- Inventory of development towards more green and lighter materials for infrastructure and construction and the effect on CO2 emission reduction in the value chain, but mainly during the transport of the materials.
- Which form(s) of public lighting fits(s) with the (future) layout of the outlying area of the municipality of Etten-Leur? Account must be taken of the different users (recreation, housing, agriculture and small-scale activity) in the area as well as the biodiversity of the area.



Practical information

Type

Minor

Level

Bachelor's

Start of programme

Twice a year: September and February

Duration

One semester (20 weeks/30 ECTS credits)

Educational form

Full-time

Language of instruction

English

Location

Urban Living Lab in the center of Breda

Assessments

Your competence levels will be tested by means of integrative assessments. The first assessment will be conducted halfway through the programme and the second assessment will take place at the end. The VAL (Virtual Action Learning) method will be used for both of them. This method is based on the principle that you as a student must convince the assessor of the level you have attained for each competency. You can use the VLC (Virtual Learning Community) and the materials you produce during the period to do so.

More Information

Avans University

Urban Living Lab Breda – The Netherlands

Minor Urban Innovation

Paul Walraven (Coordinator Minor Urban Innovation)

Pha.walraven@avans.nl

+31 (0)88 - 525 85 63

Please if you have any questions, feel free to contact us!

