

‘Thrive! Entrepreneurial skills as solid base for a future in the Creative Industry’

“Testing learning material”

Target group

“Employees in companies with growth potential or growth ambition”

Stivako, Schiphol-Rijk

24th/ 25th June 2019



What we did / do

Who

- 29 master students Engineering: print and media technologies
Electrical engineering
Engineering: Quality Management
- 2 bachelor students Engineering: Media engineering / Media economics

Where

University of Wuppertal (BUW - Bergische Universität Wuppertal)

What

- Course: Media Economics / Information Economics
 - Course: Management and Innovation in Media Industry
- Selected issues: Business Model – Design Thinking – Development of strategies

How

Integration into

- Business Game “General Management” (by TOPSIM)
- Lecture and seminar – including individual project work

When

- March 2019 (Block Course – 1 week)
- April – July 2019 (still running)

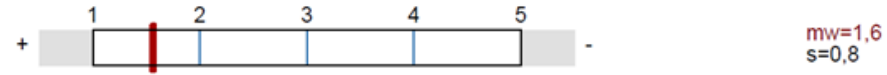


Feedback (1)

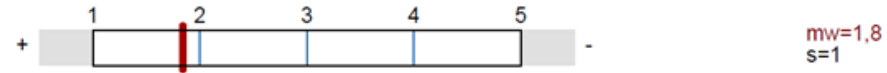
At a glance

Global indicator

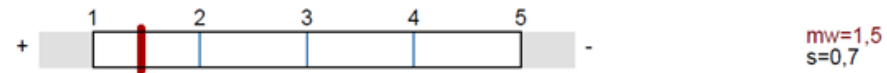
1. Structure and didactics



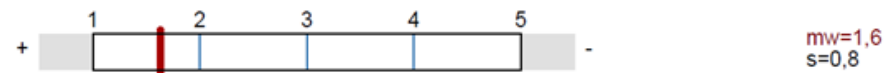
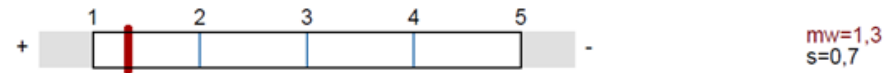
2. Stimulation and motivation



3. Interaction and mentoring



4. Overall impression



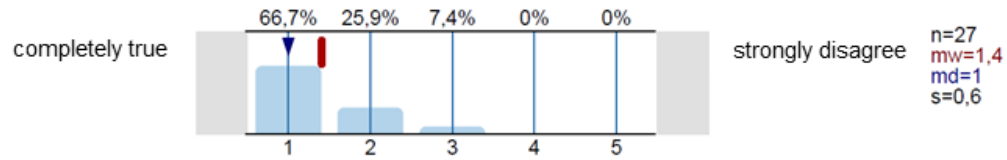
1. This course was evaluated by BUW's team "Quality management in teaching" – feedback refers to the course on the whole
2. This course is still running – no feedback available yet



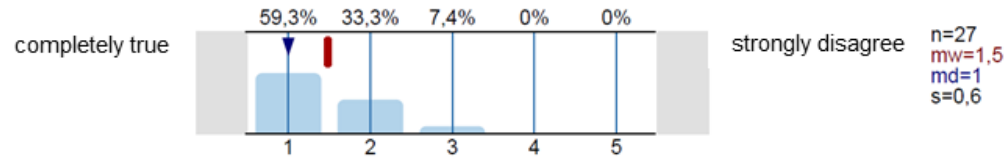
Feedback (2)

Overall impression

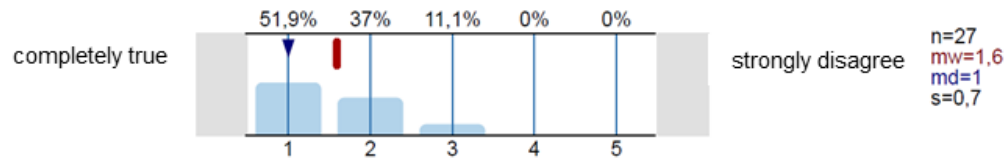
In this course I have learned a lot



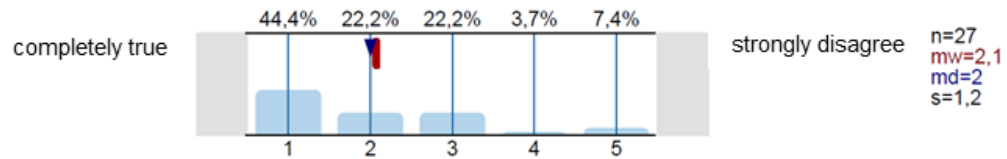
Overall, I am satisfied with this course



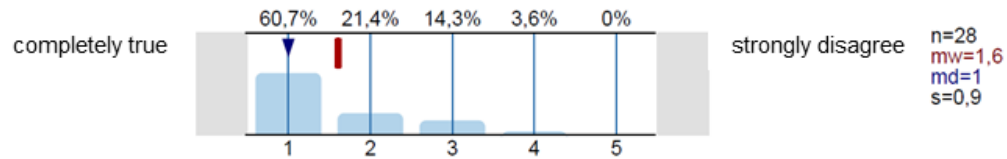
I can recommend this course



The contents of the course were significant and relevant to me



The contents of the course interested me



Feedback (3): What did you like most?

Selected answers

- You learn how a company is run.
- The course is very interesting. We had a lot of fun and at the same time we learned a lot. Too bad it only takes a week.
- Realism.
- Learning curve was enormous.
- Game is fun and motivates to acquire (theory) knowledge.
- Learning by doing is very practical.
- The competition with the other groups was fun.
- The course was a lot of fun - I would not have expected.
Has aroused my interest in these topics.
- The management game / simulation helped to better understand economic relationships.

Note:

Because of GDPR we are not allowed to impart an attendance list etc.

