

Certificate Supplement

Putting “Big Ideas” into Practice: Developing Soft Skills for Large Systems Change

1. Learning outcomes

The course participants who attended this course:

1. can apply theories on how intrapersonal and interpersonal “soft skills” stimulate change at team, organizational, institutional and systems level in both business and non-profit settings.
2. can apply “soft skills” to stimulate change at any level: creativity, leadership, adapting to changing environments, intercultural and interdisciplinary communication, networking, teamwork, and mechanisms for collective learning and problem solving.
3. have acquired decision-making tools to put their “big ideas” into business practice: developing business plans, seeking entrepreneurial finance and designing open innovation tools.

2. Number of academic hours:

70

3. Course modules

MODULE 1

Strategic level: Competition, Collaboration and Large Systems Change.

- This module provided the theoretical and practical foundations on why intrapersonal and interpersonal skills need to be oriented towards large systems change, i.e. dealing with “big problems” and developing “big ideas” into practice, in today’s business and society.

MODULE 2

Interpersonal and team level: Learning in Organizations and Individual Competencies.

- This module provided theoretical and practical foundations on how individual and team learning can support (change) processes on organizational level. The aim of this module is making the students aware of and let them reflect on the possibility of bottom-up innovation and change processes.

MODULE 3

Intrapersonal and interpersonal level: Psychology of Change

- This module provided the theoretical and practical foundations on the most basic, core needs of each person that drive behaviour. These needs

determine if and how an individual in an organization or in 'normal life' will adopt a 'big idea' or not.

MODULE 4

Organizational level: Entrepreneurship and New Venture Creation

- This module provided the fundamentals of entrepreneurship and new venture creation: the entrepreneurial mindset, forming and building entrepreneurial teams, time management, risk management, team problem solving. Students

MODULE 5

Organizational level: Innovation in Teams and Organizations

- This module provided the fundamentals of innovation in organizations: what is innovation and types of innovation, sources of innovation and open-source innovation, funding and managing the innovation.

4. Learning methods

workshops, group work, discussions, case studies, role playing, brainstorming

5. Course visits

During the course, participants engaged in three study visits at the following locations:

- As part of the course modules 1 and 2, participants visited **Agriport 7**, a technological agribusiness park including 450 hectares of greenhouse in North Holland. During the visit, students discussed with the instructor and with the manager of Agripark7 on the topics of dynamics of collective entrepreneurship and innovation for large systems change in the context of the bio-based economy.
- As part of the course module 4, participants visited **Starthub**, an entrepreneurial incubator for students based in the surroundings of Wageningen University. StartHub Wageningen is a breeding place for entrepreneurial minded (PhD) participants and recent graduates of Wageningen University, who wish to start their own business.
- As part of course module 5, participants visited **Startlife**, an entrepreneurial incubator for start up companies and university spinoffs based in the surroundings of Wageningen University.



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