



FACET

**Furniture sector Avant-garde Creativity
and Entrepreneurship Training**
O1/A1. Fine-tune of capacities needs



Co-funded by the
Erasmus+ Programme
of the European Union

Barcelona, may 2019

1 SURVEY RESULTS

ROMANIA + ITALY + PORTUGAL + SPAIN

1

SURVEY RESULTS

ROMANIA TOT 85 >>>> 35 creatives + 30 entrepreneurs + 20 trainers / teachers

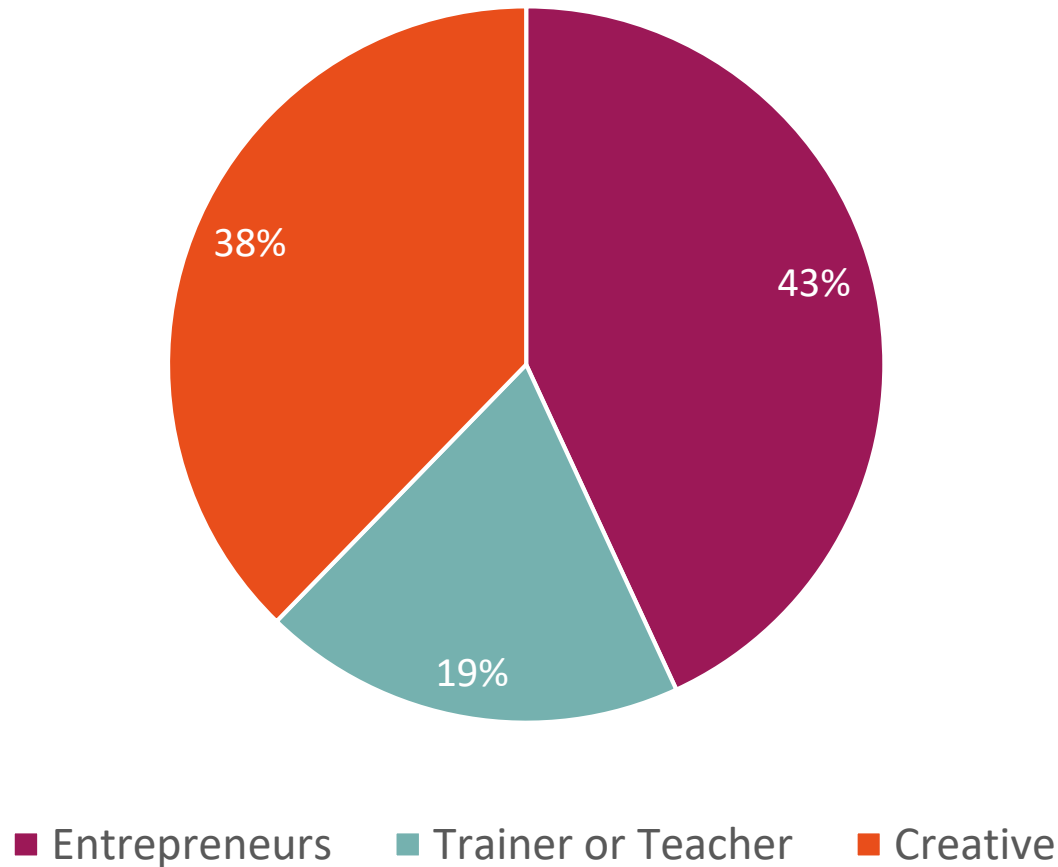
ITALY TOT 42 >>>> 10 creatives + 32 entrepreneurs + 4 trainers/ teachers

PORTUGAL TOT 22 >>>> 7 creatives + 5 entrepreneurs + 10 trainers / teachers

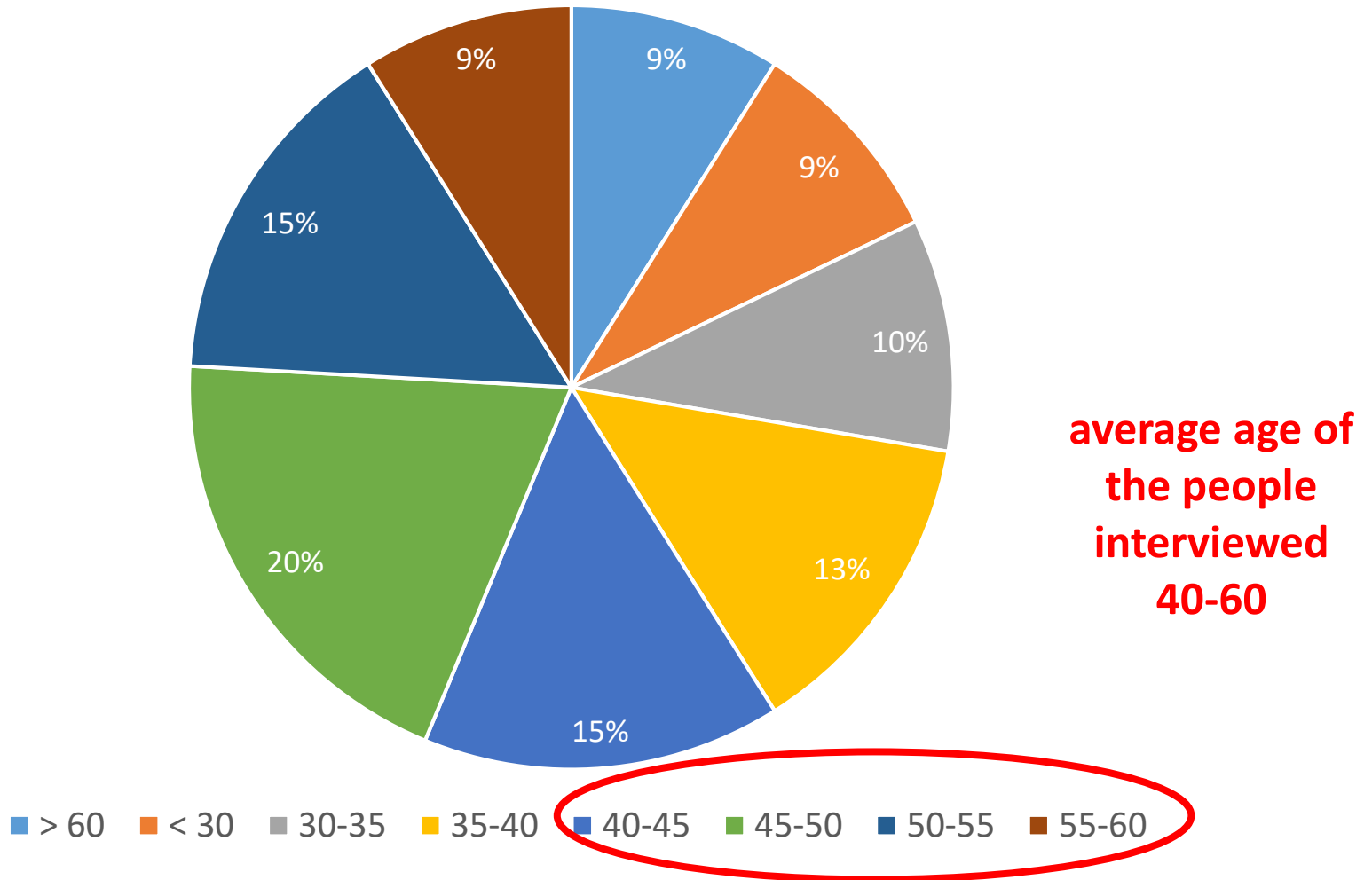
SPAIN TOT 20 >>>> 8 creatives + 10 entrepreneurs + 2 trainers/ teachers

FACET >>>> TOT 20 >>>> 60 creatives + 77 entrepreneurs + 36 trainers / teachers

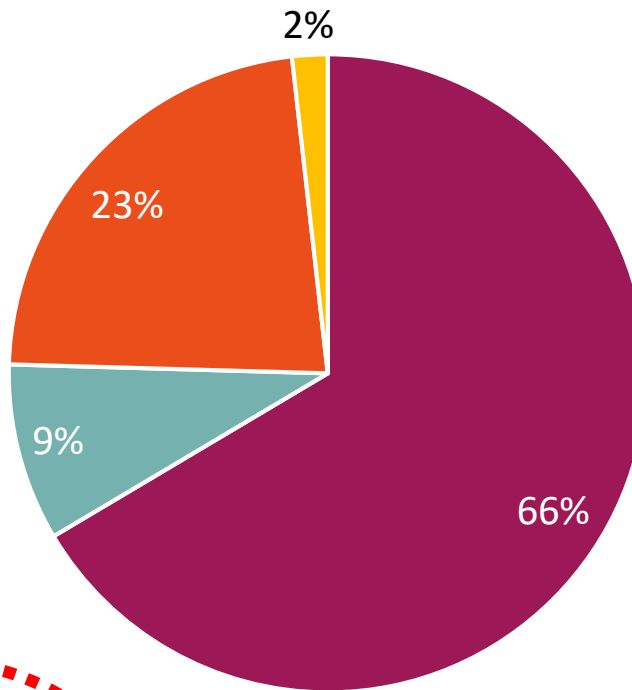
**Please, indicate the group where you insert as
respondent:**



Age Range:

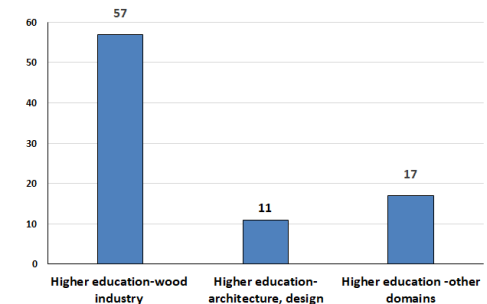
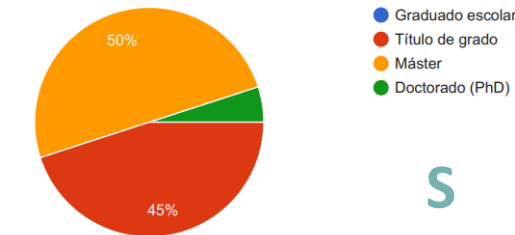
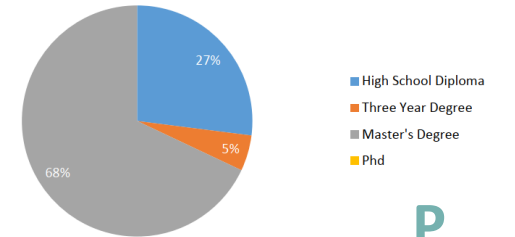
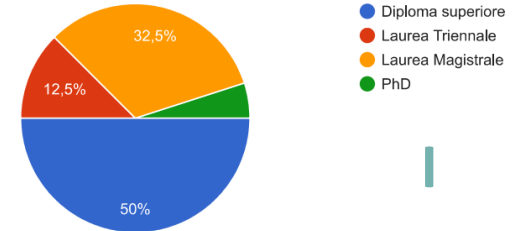


Education background:

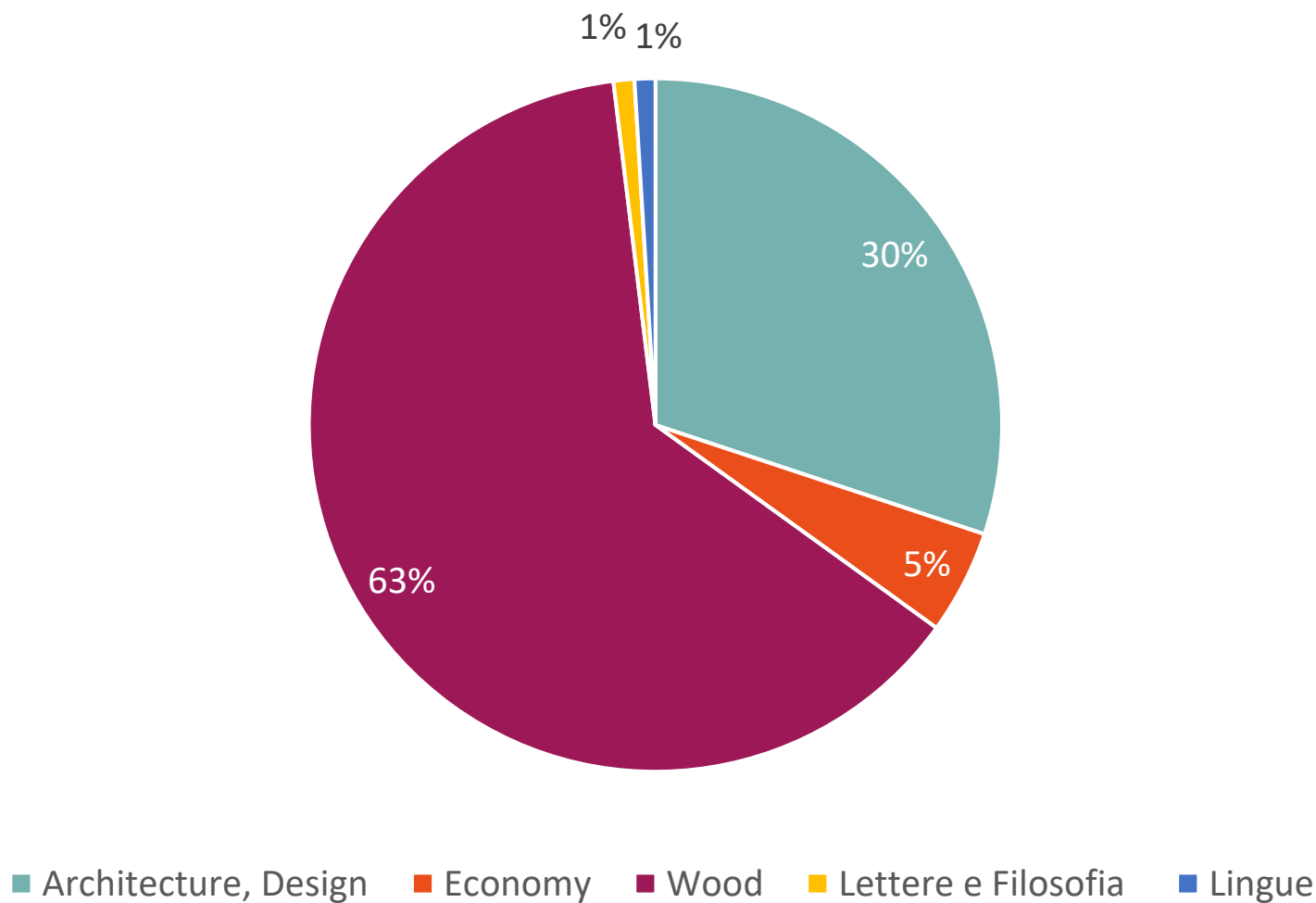


■ High school diploma ■ Three Year Degree ■ Master's Degree ■ PhD

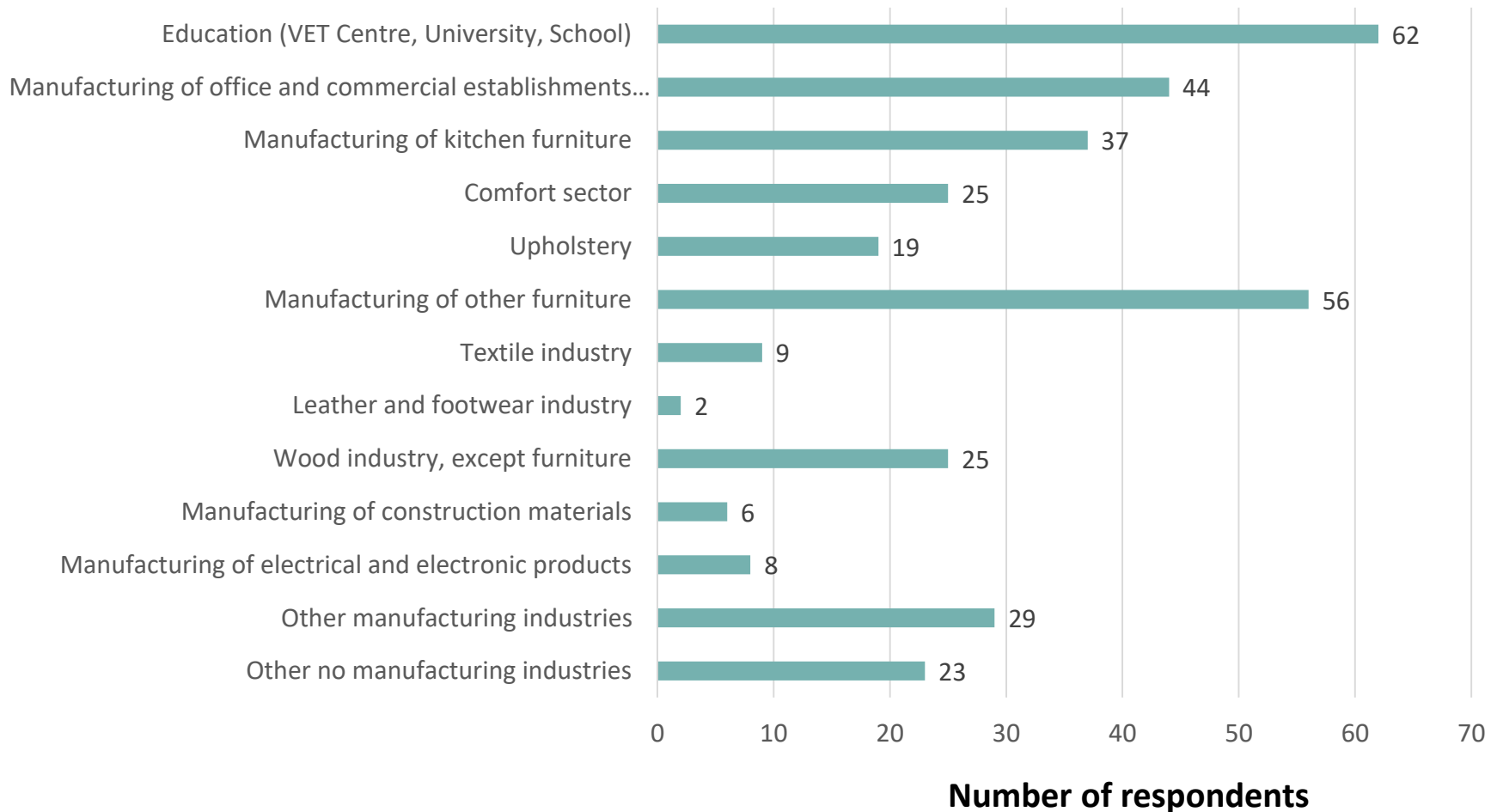
this is the educational level of entrepreneurs
this is our most important target



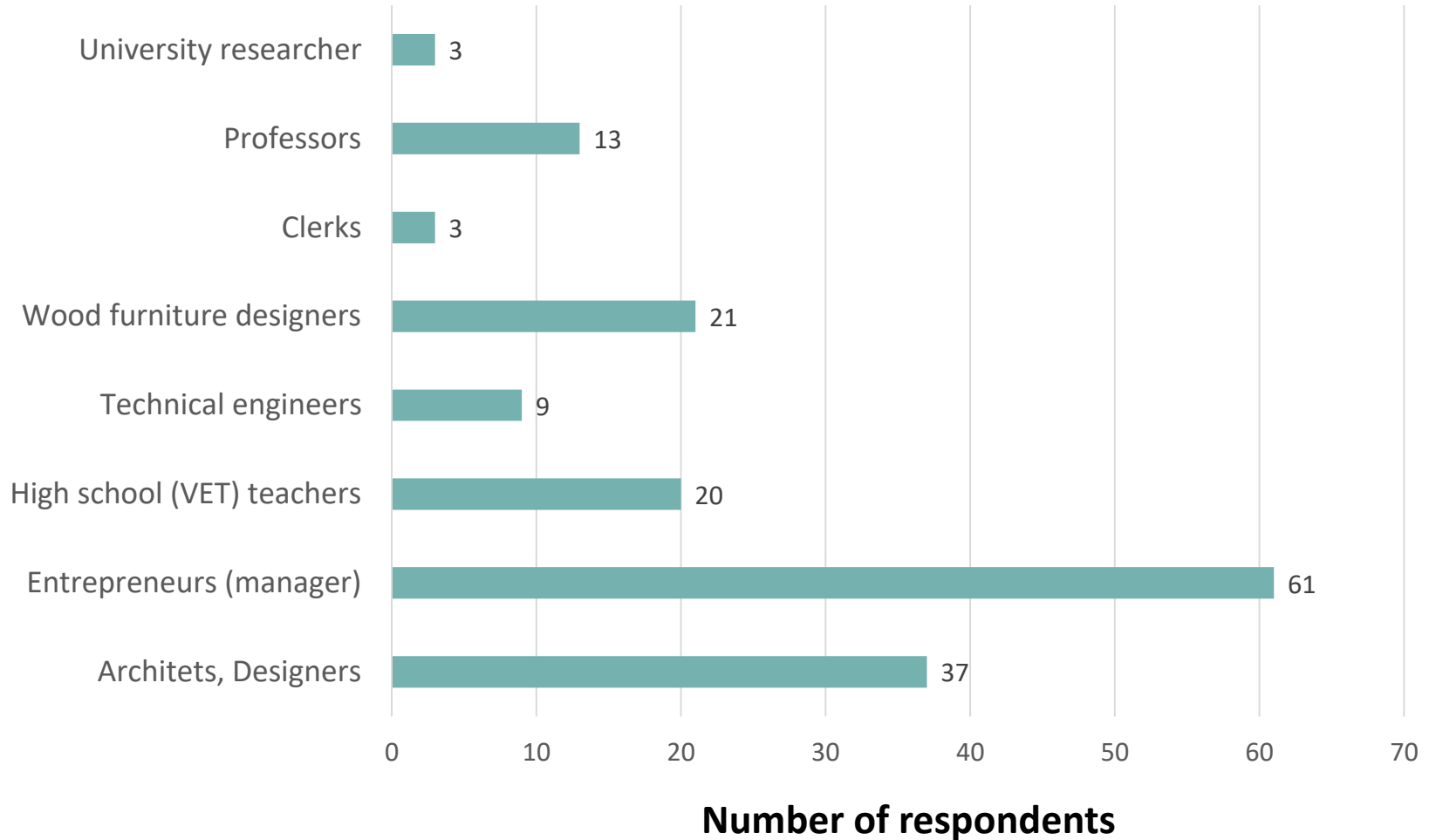
Education Domains:



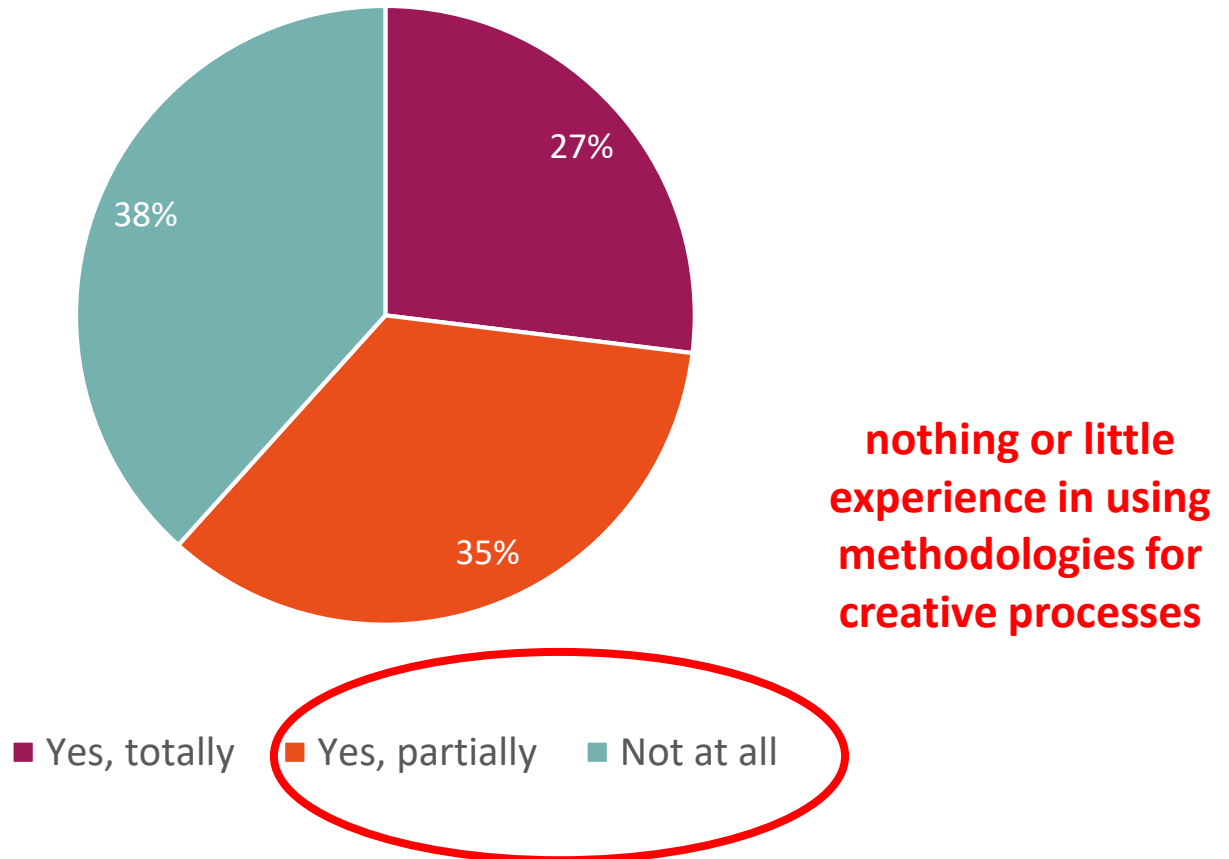
2. In which sector do you work or have worked? (More than one option allowed)



Professional activity/job- Role/Function



3. Have you previously successfully participated in creative and entrepreneurship processes in your career?



3. Have you previously successfully participated in creative and entrepreneurship processes in your career?

If Yes, please identify the process (selection from answers):

- product development, invention (patent), creative workshops
- common work with industry partners, development of new products
- **Participated in innovation workshops**
- working in product development
- Furniture design development processes, innovative furniture eco-products using branch wood and thin logs
- Development of constructive solutions for upholstered articles, Next Generation Sofa, Injected Foam, Foldable Sofa, Composite Materials
- Furniture design, new constructive solutions. Technological process design, product design
- **Most of the phases in an architectural project are creative, like designing, thinking about the concepts, coming up with a solution to different conceptual and technical problems alike.** I also participated in two entrepreneurship courses for “beginners” and used them at the early phases of the launching of a small design/architecture studio.

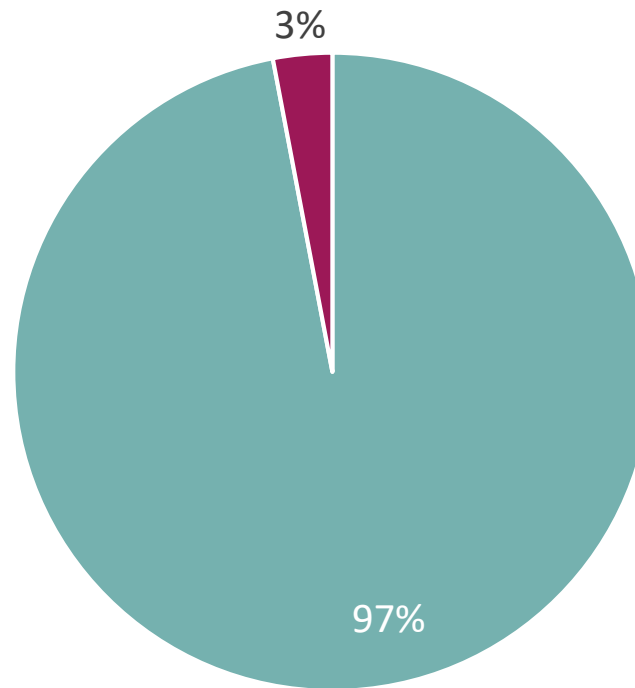
3. Have you previously successfully participated in creative and entrepreneurship processes in your career?

If Yes, please identify the process (selection from answers):

- **Focus group and brainstorming**
- **design driven, co-design, design thinking**
- Design fiction
- Branding
- Research & Development projects
- Collaboration with research organization for research and development projects
- Transnationa project
- Lean System
- 3D Printing
- Open source GIS for water resource protection and management
- Immediate solution to problems and comparison between colleagues
- Field experience, practical tests

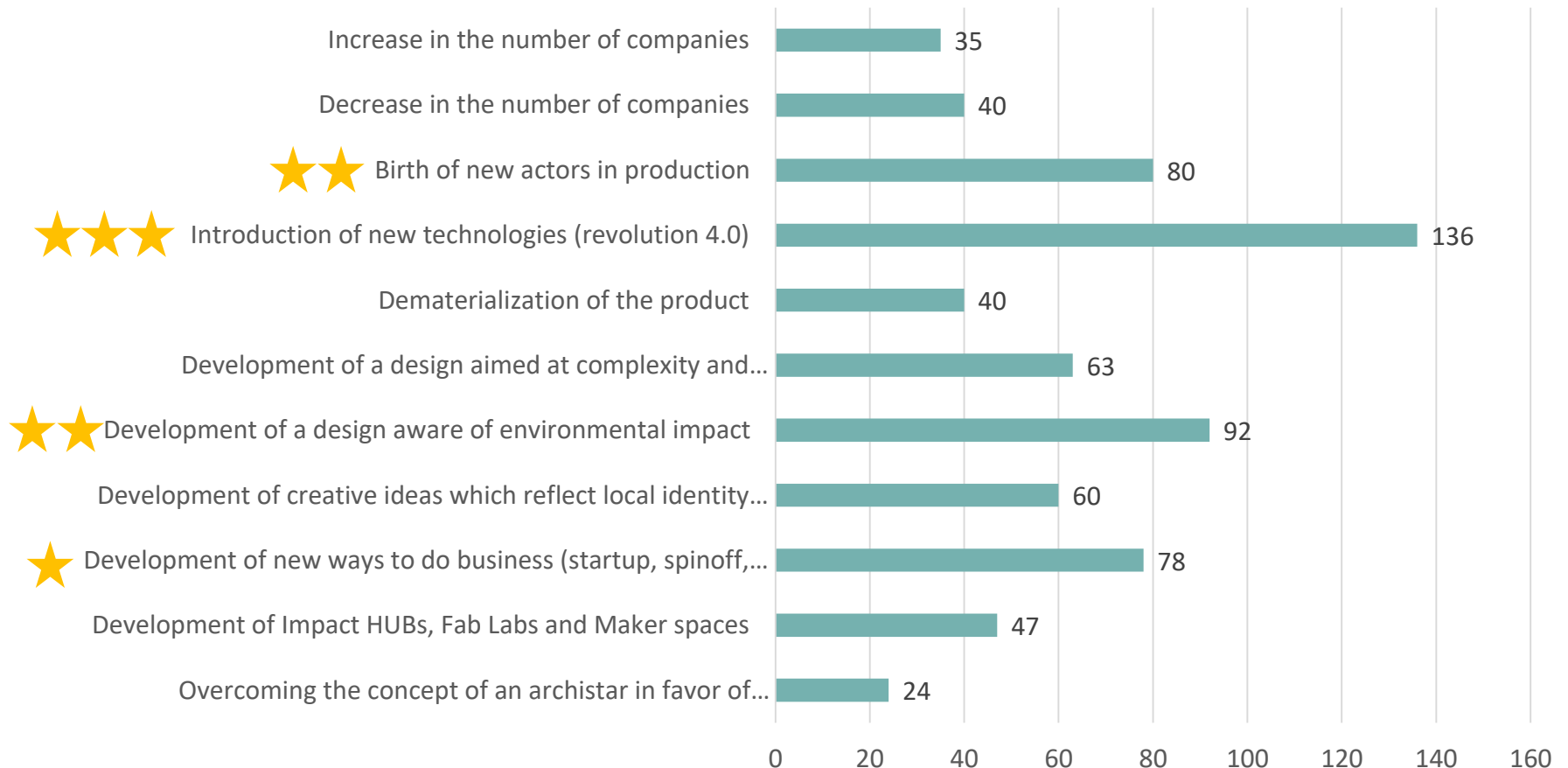
different perception of creative methodology's concept >>>> very different indications

4. Do you think the contemporary environment is in a phase of change?

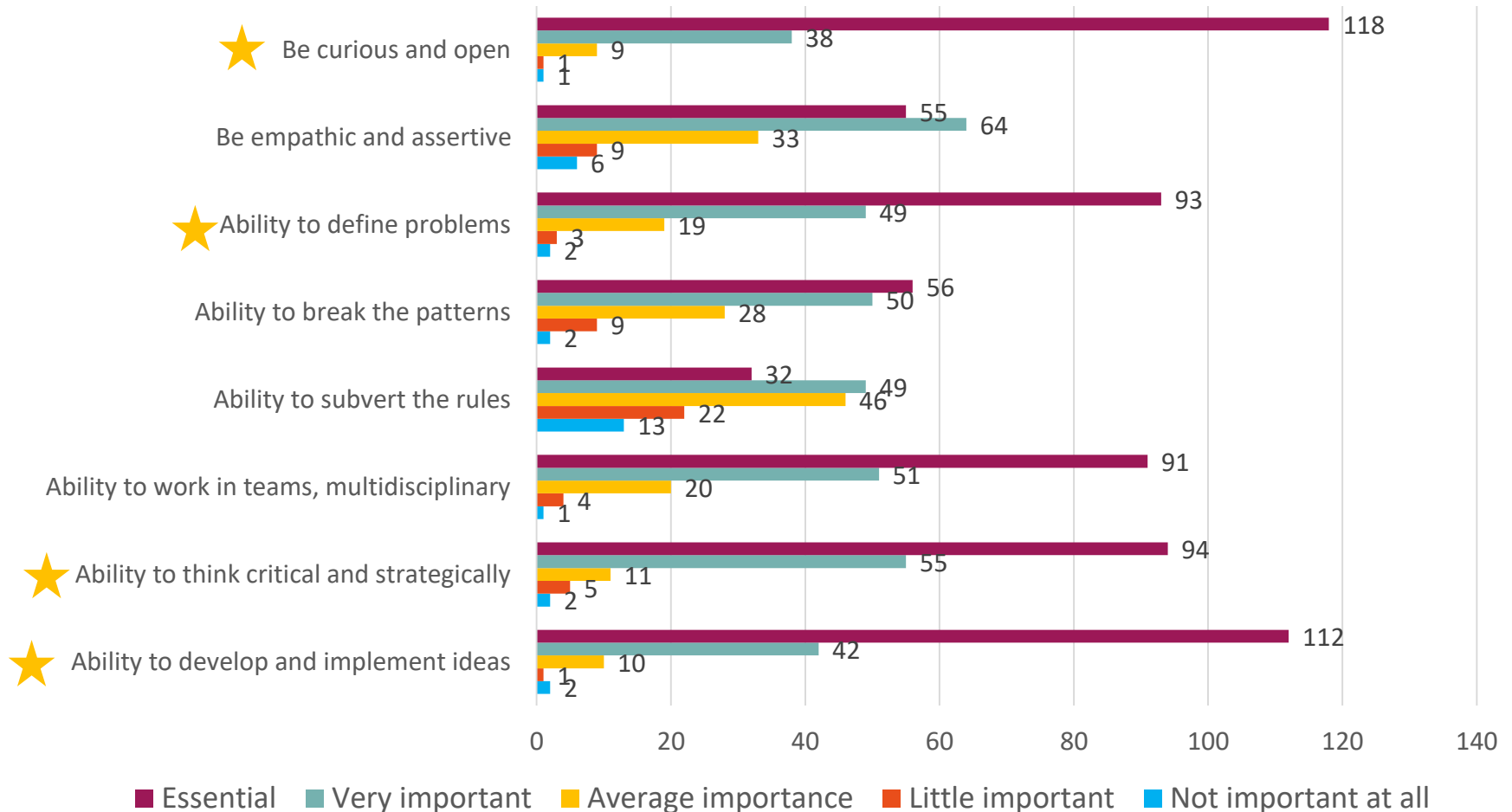


■ Yes ■ No

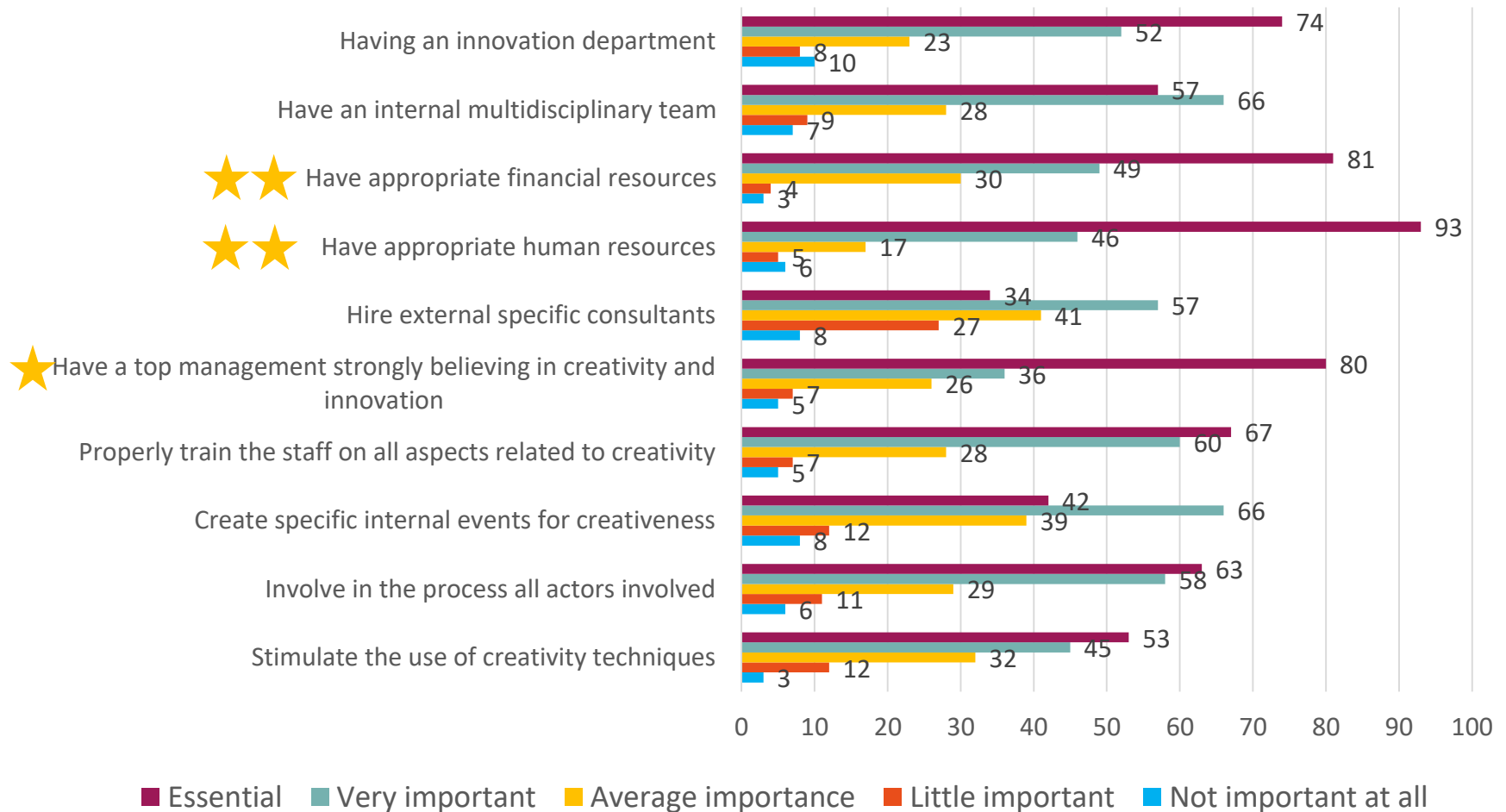
4b. If so, which of the following aspects seem to you to be the most significant changes compared to the past?



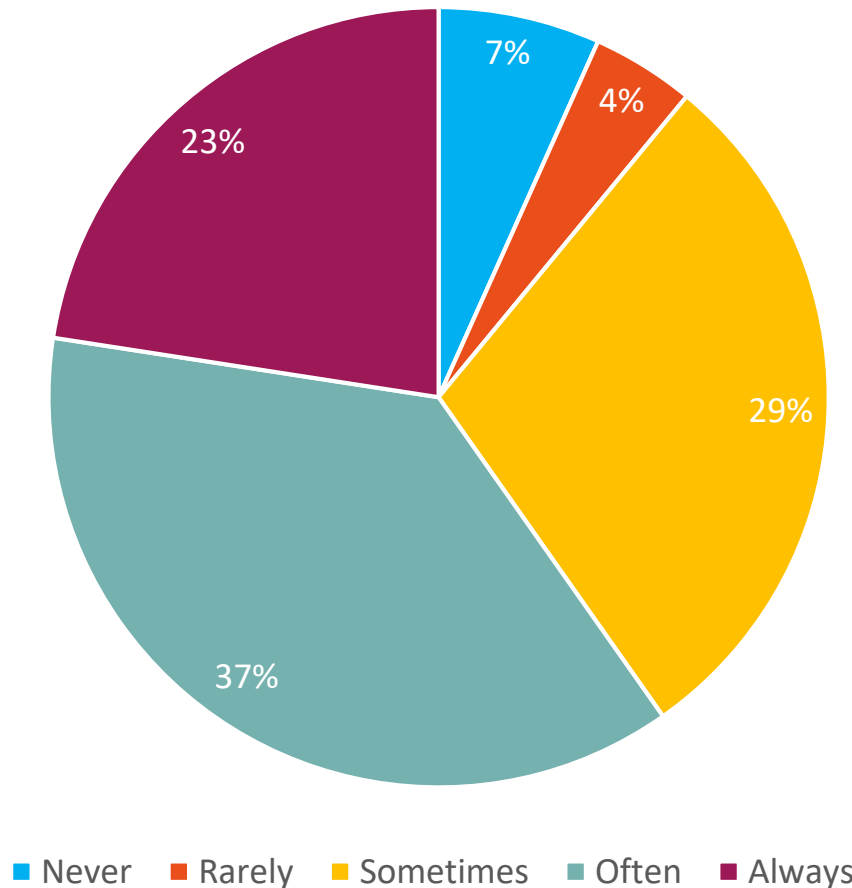
5. Consider the personal characteristics, by level of importance, to support a successful creative process:



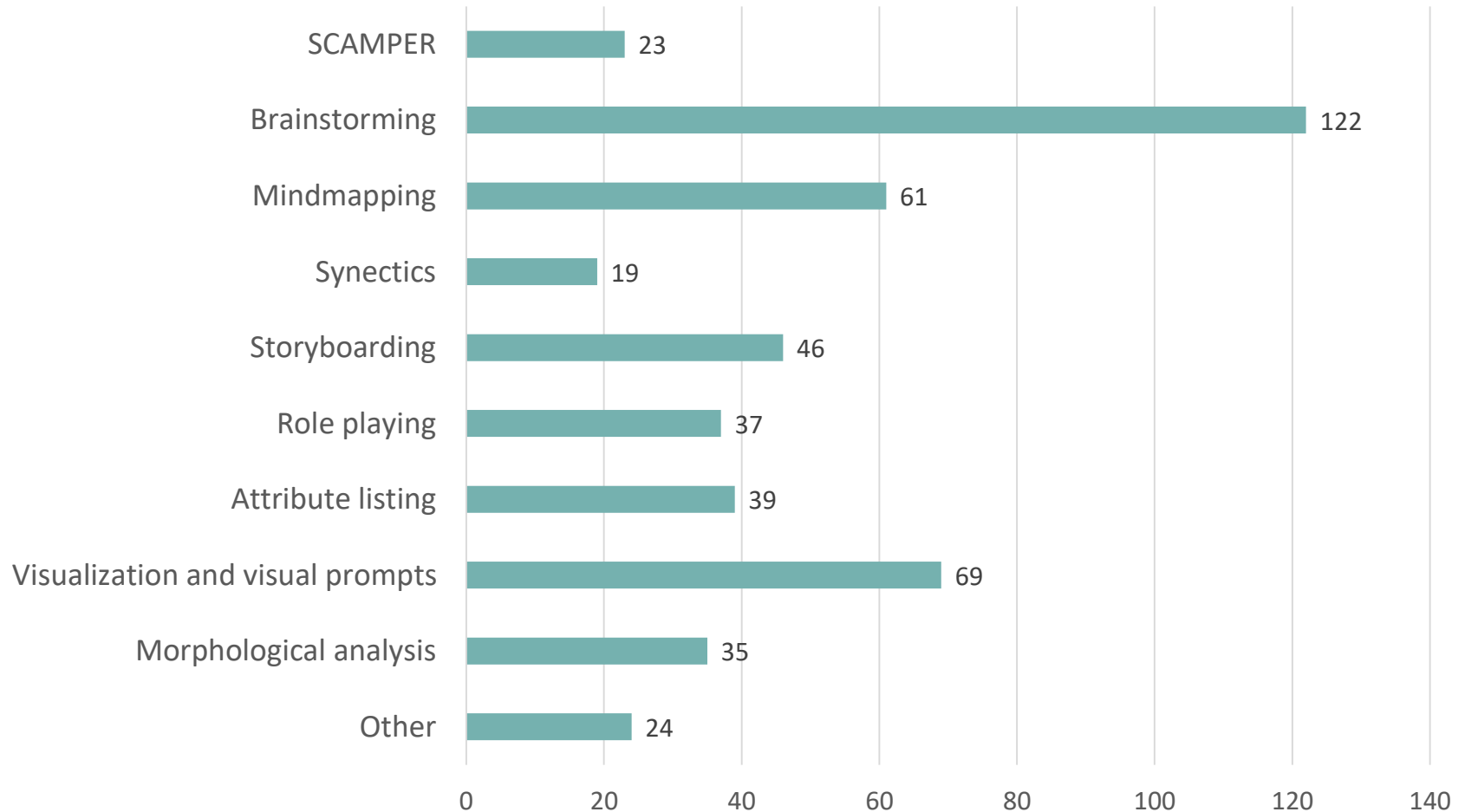
6. Which conditions in organizations (companies/schools/other institutions) can better support the creative process?



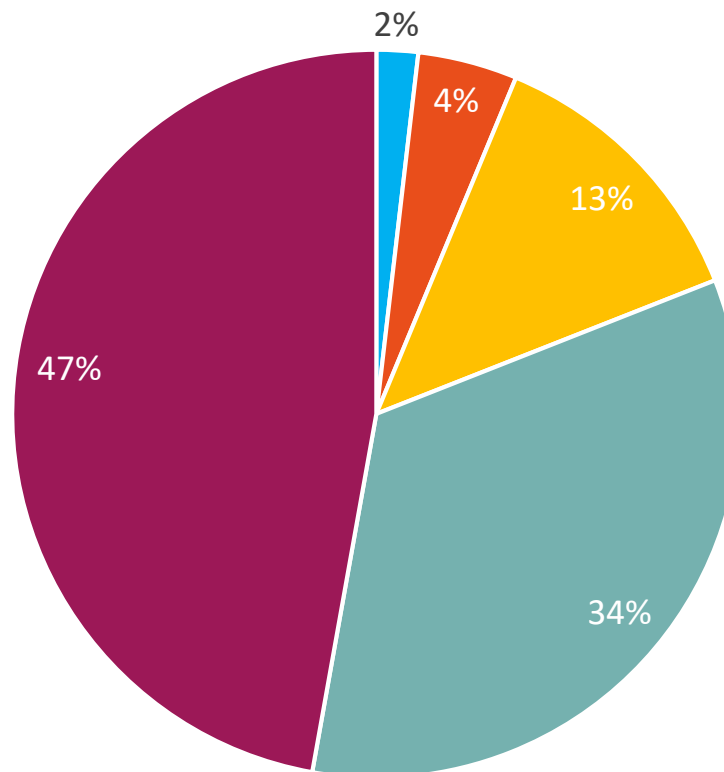
7. As a professional, do you use specific methods and techniques to stimulate creativity?



7b. If so (answers 2, 3 and 4), which are the main creative techniques that you consider can better help the creative process:

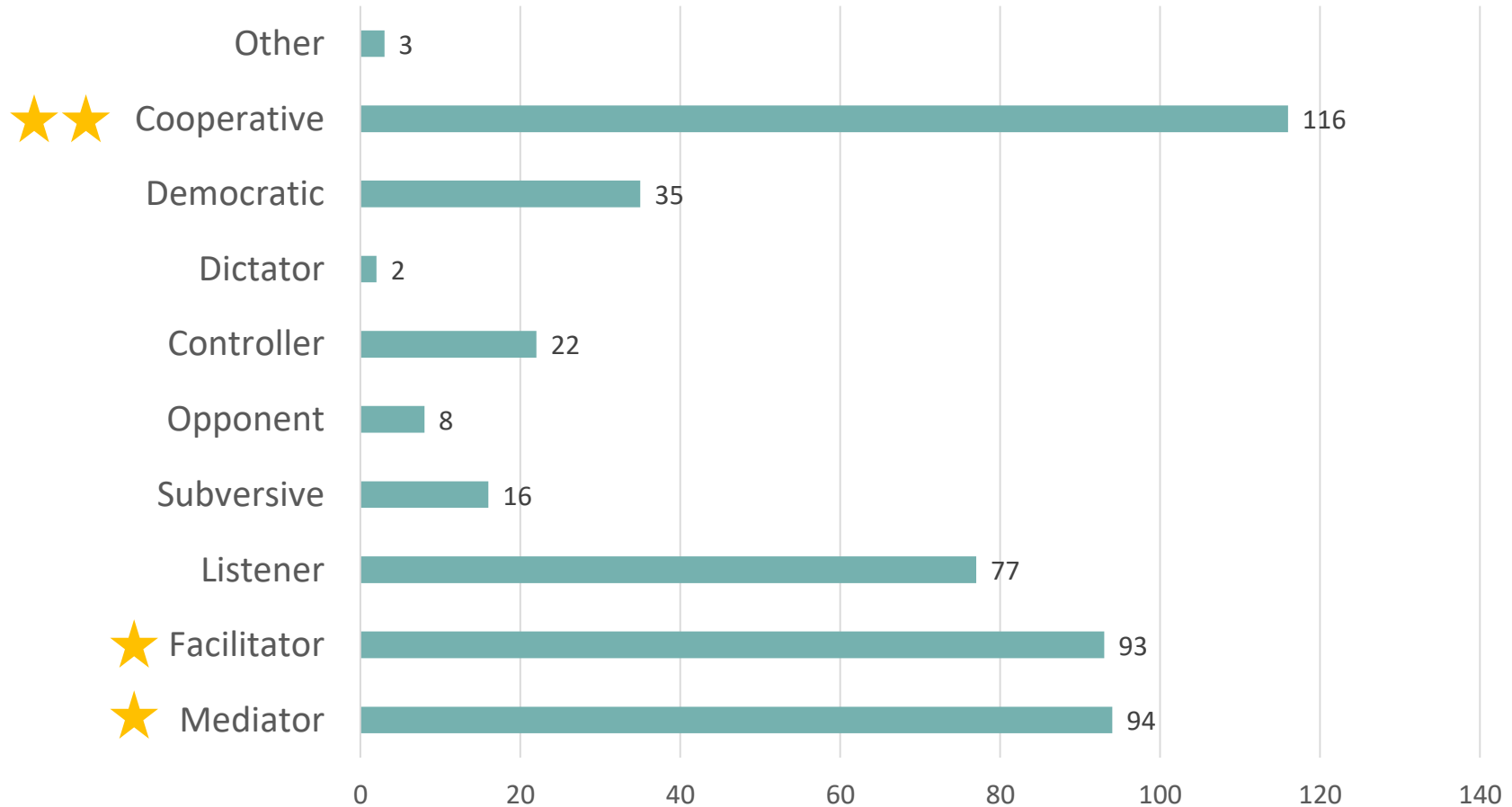


8. Do you consider important the use of new technologies in creative process?

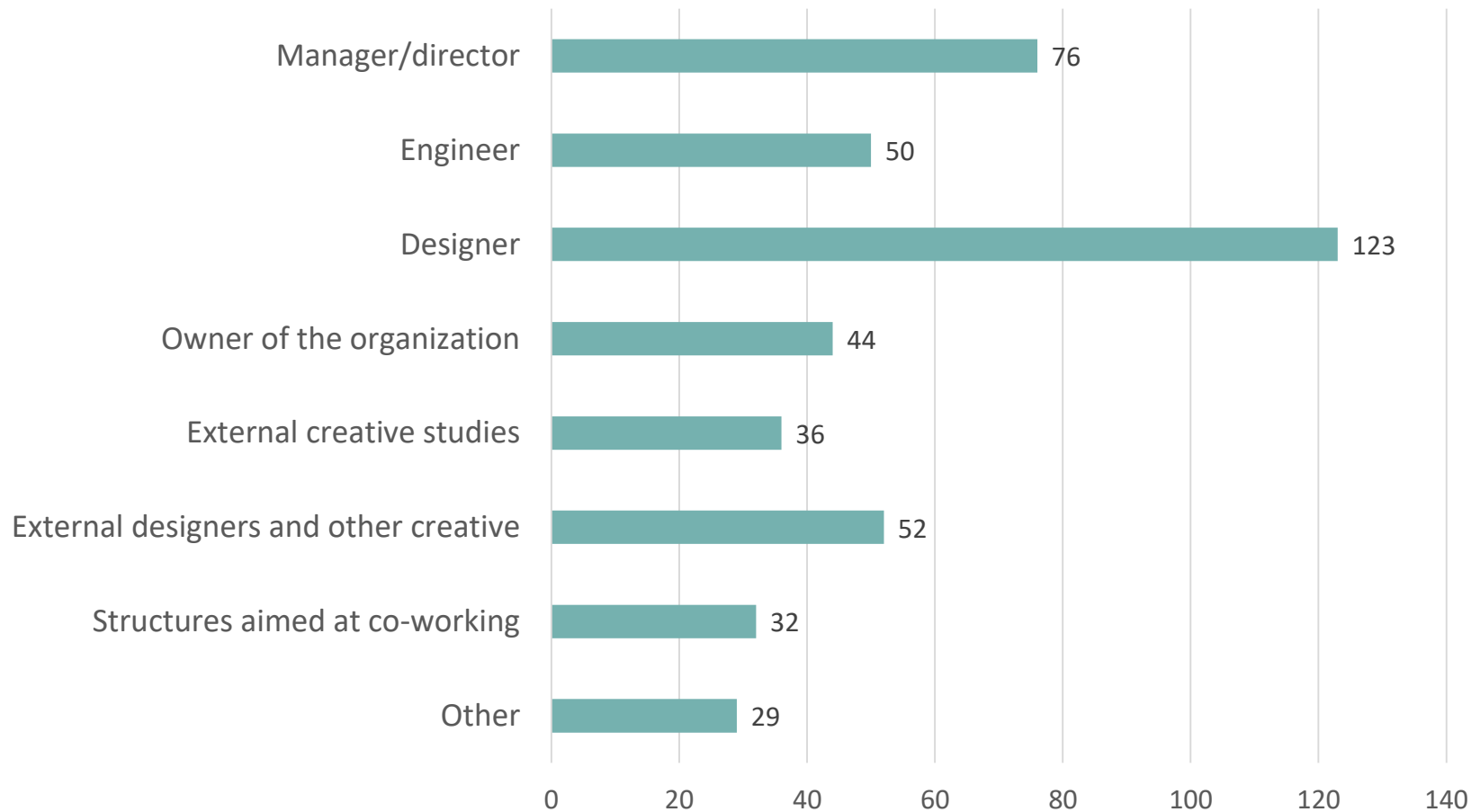


■ Not important at all ■ Little important ■ Average importance ■ Very important ■ Essential

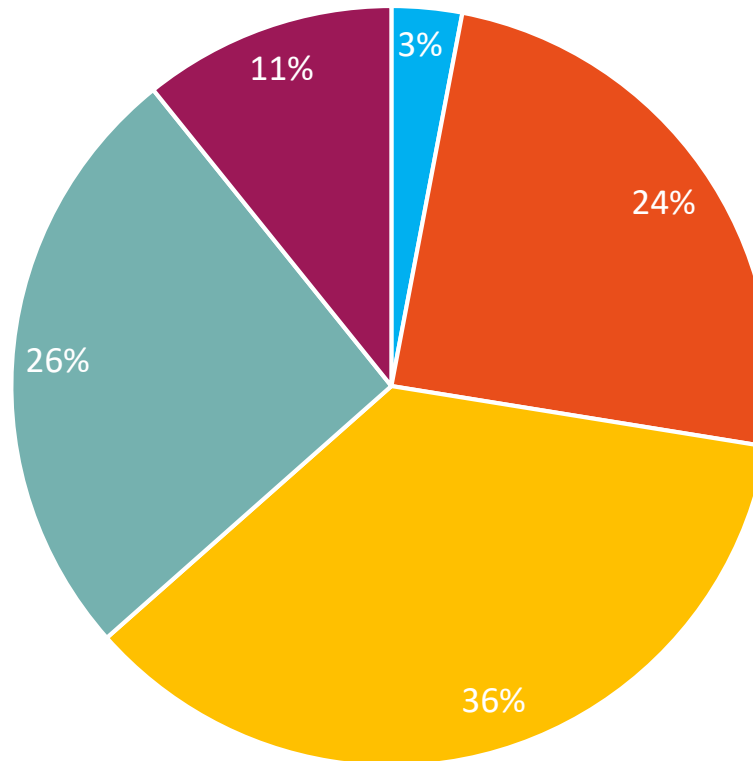
9. What kind of role should the creative person play within interdisciplinary working groups?



10. Which professional should play a significant role in the creative process within the organization?

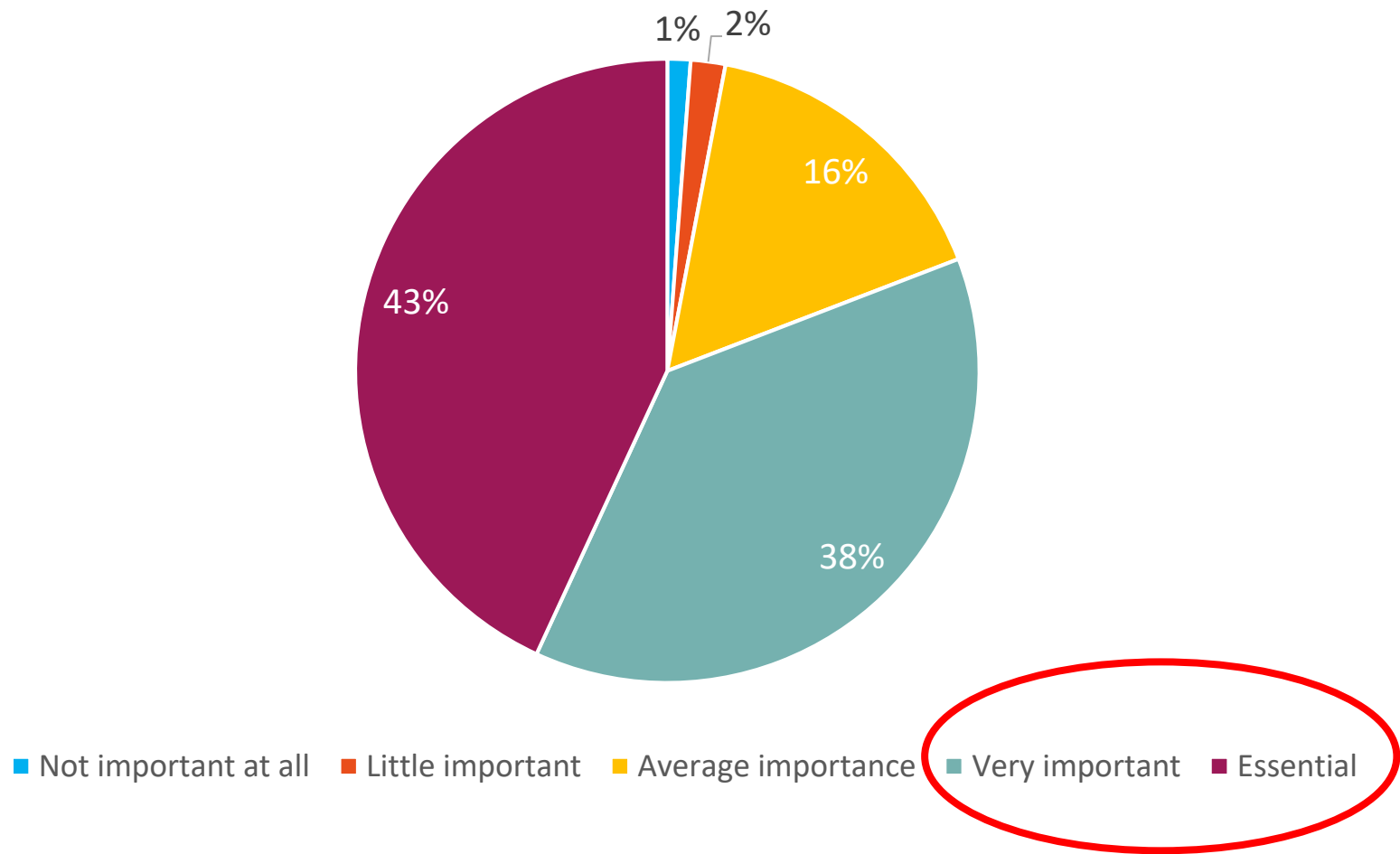


11. In your opinion, how much do companies invest in creativity?

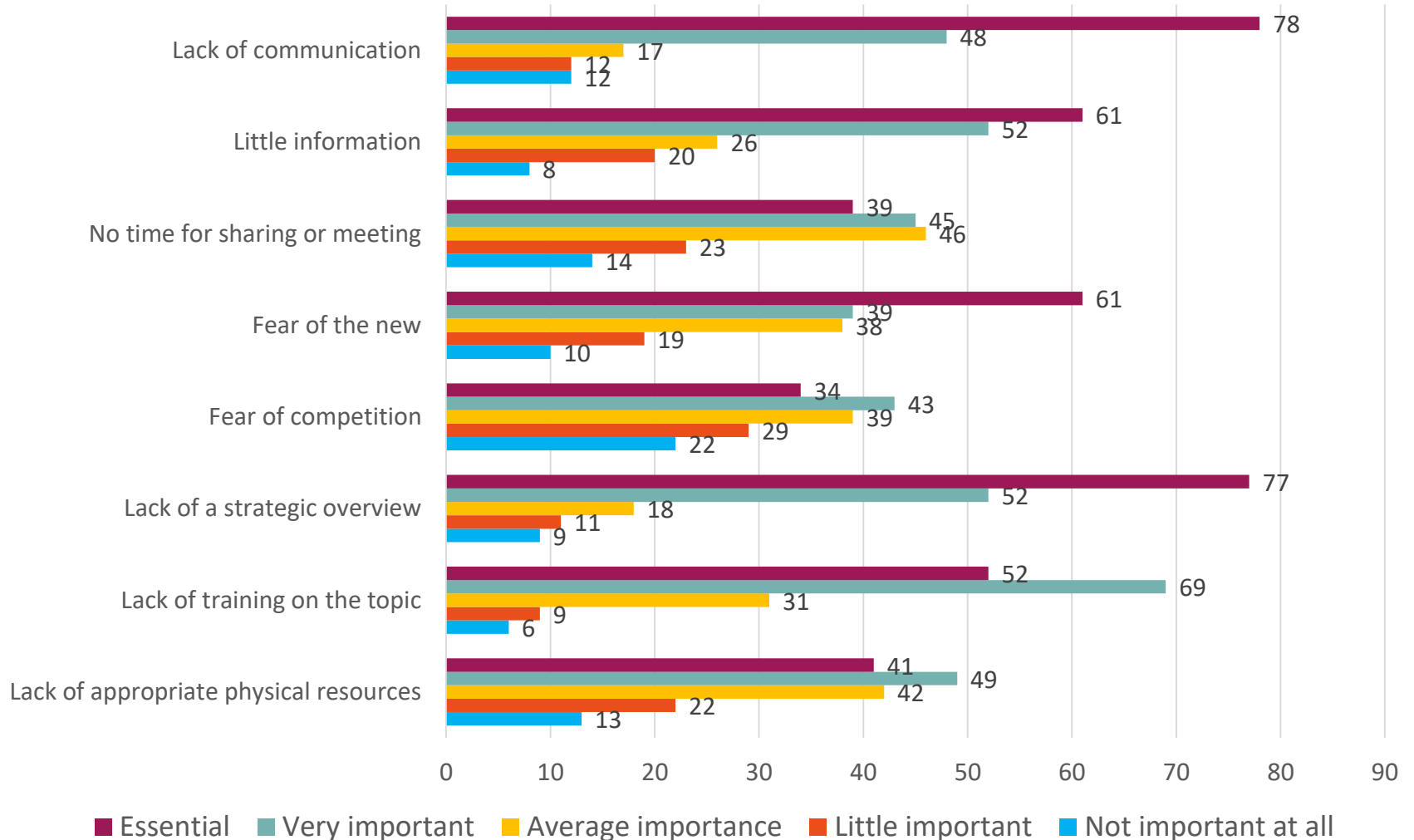


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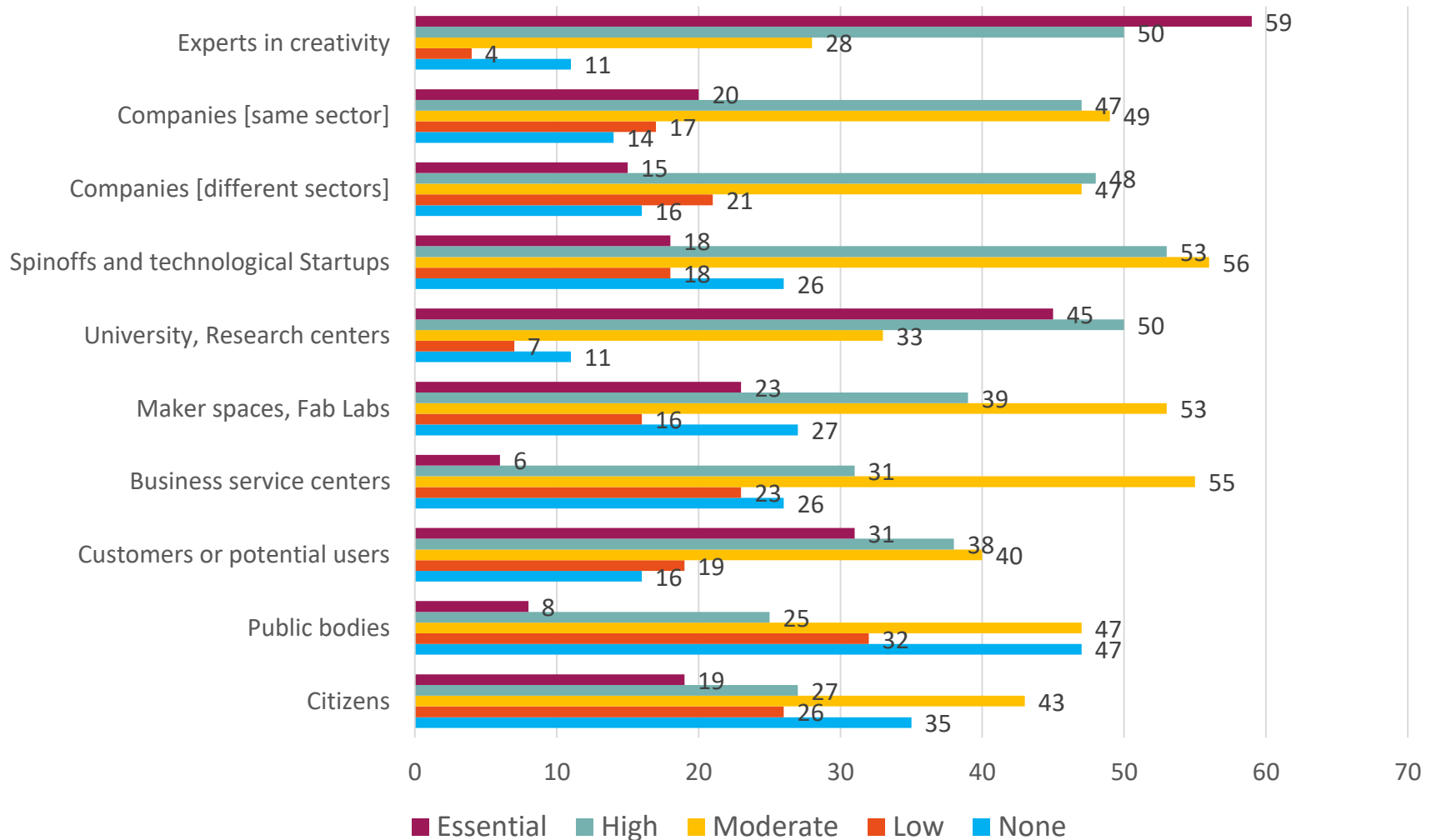
**12. How important is to involve professionals
not directly working in your own area to bring innovation
and increase creativeness?**



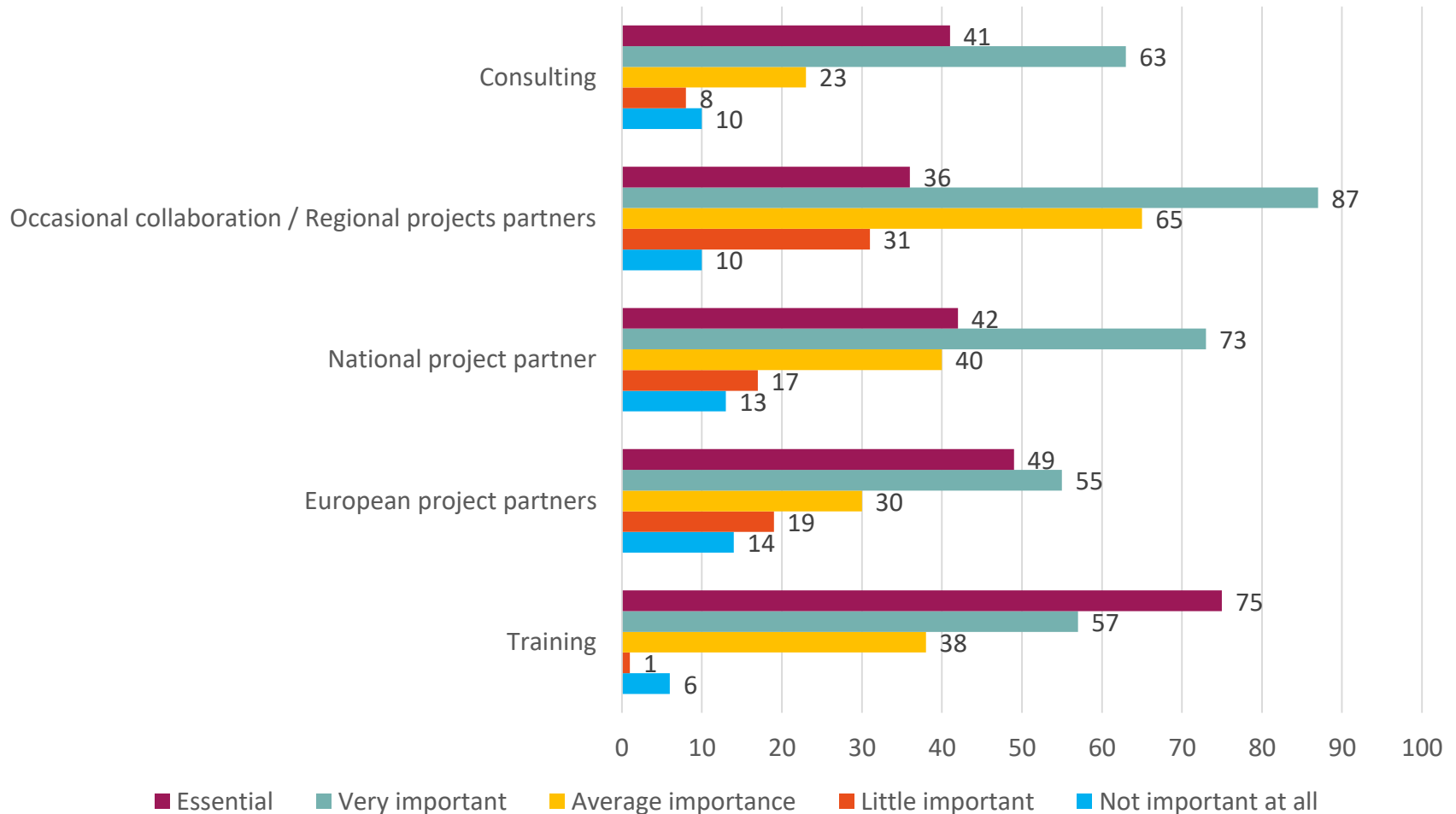
13. Which of the following conditions can represent a threat for the creative process and how important they are?



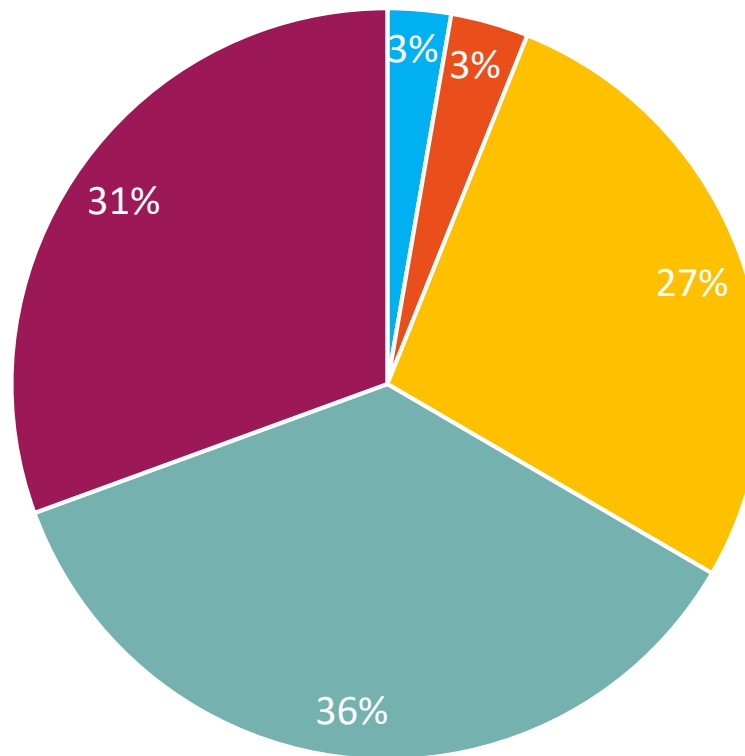
14. Which are the most relevant actors to be involved in the creative process to make it successful and really innovative and with which you collaborate currently?



15. Which types of collaboration with the previous actors do you consider more important for the creative process?



16. Do you consider important the specific cultural characteristics of each country, as inputs, for the creative process?



■ Not important at all ■ Little important ■ Average importance ■ Very important ■ Essential

16b. If so, describe those of your country of origin:

[ROMANIA]

- Richness and variety of traditional crafts
- Availability for strong team working
- Availability for informal cooperation
- Traditional furniture and textures
- Creative and energetic people having the right attitude, but lack of tools (financial, environmental, visibility)

[ITA]

- Innovative and design products
- Traditional furniture
- Need to innovate in design and in materials

[PORT]

- Ability to adapt, flexibility, ability to integrate tradition, welcome, accessibility, pride.
- Ease of adapting to change, flexibility, ability to create solutions and manage problems Formalism, lack of planning capacity, openness to external influences.
- Exciting spirit, entrepreneur and discoverer; tolerance with other cultures / peoples. Follow-up on fashions, distrust, openness, affection, communication.
- Gastronomy, wines, pilgrimages. Popular Festivals and Festivals , sidewalks, tiles
- Mind closed to new design.
- People of soft customs, value tradition but receptive to innovation, religious (Catholic) Openness to the outside, joy, color, sociability.

16b. If so, describe those of your country of origin:

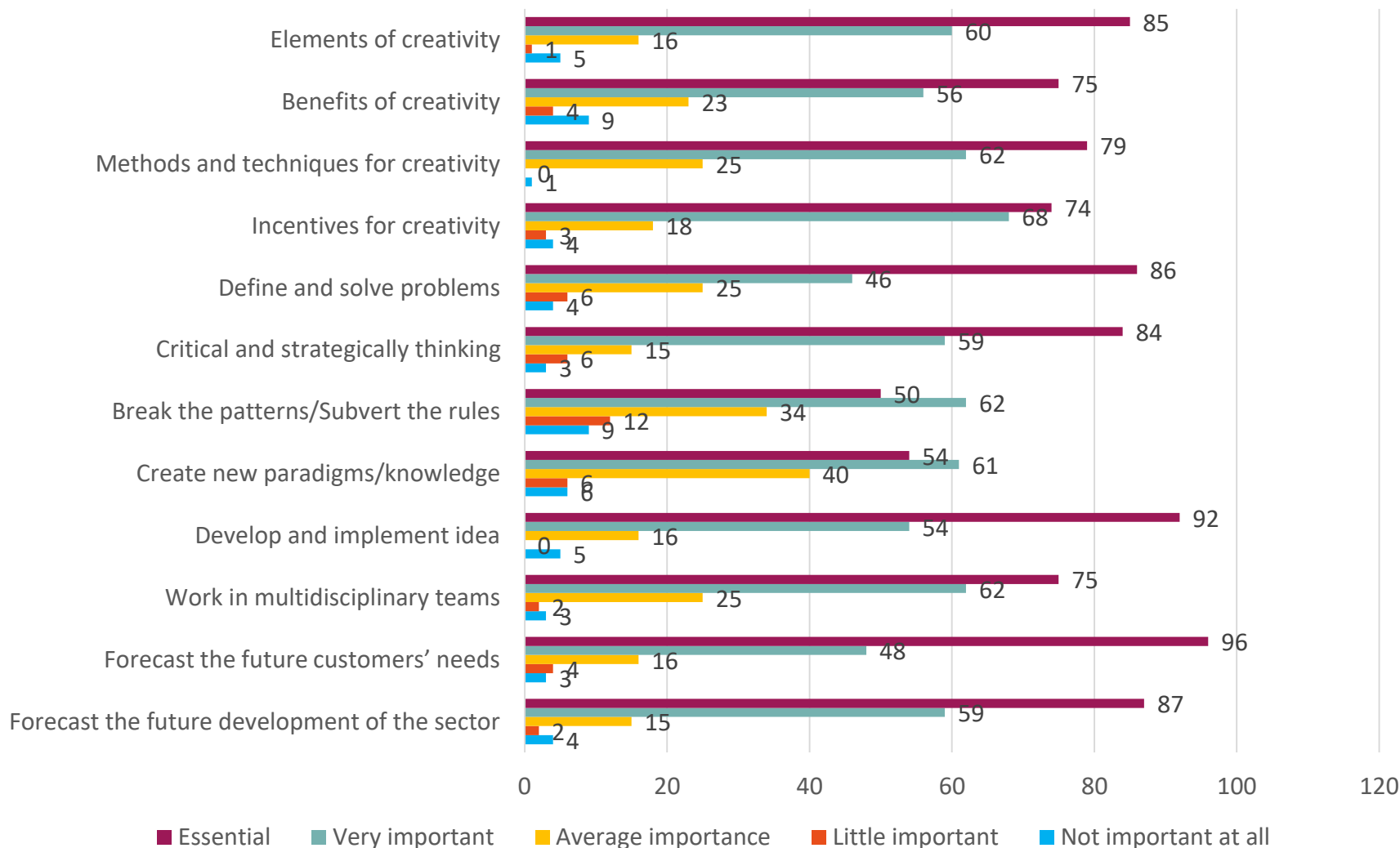
[PORT]

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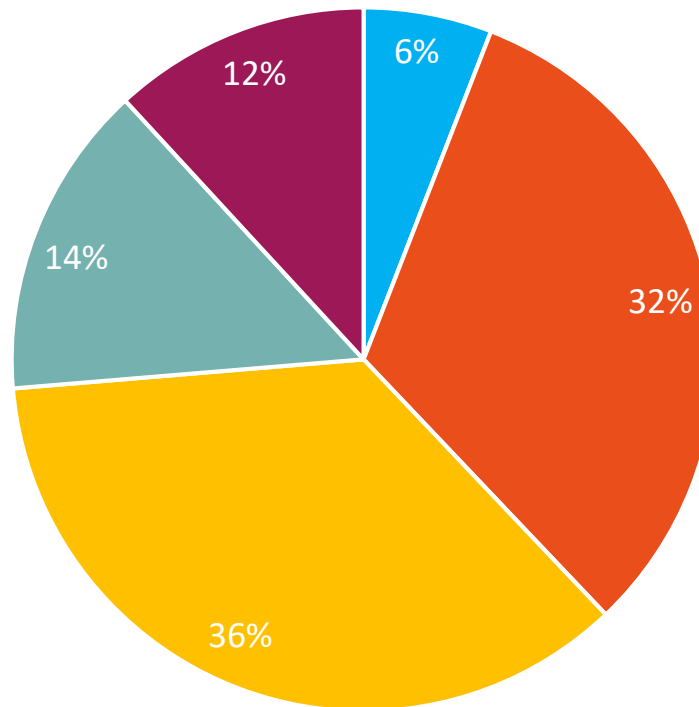
[SPA]

- Seny, disciplina de treball, ètica, vocació i respecte professional
- España
- Curiosidad, gusto por replantearse las cosas constantemente, visión crítica, una clara sensibilidad para incidir en lo social y
- ecológico. Anelo por mejorar las cosas en los campos anteriores, mejorar las necesidades de las personas respetando el
- medio ambiente.
- Creatividad. Historia. Talento. Potencial.
- Modernidad, ecología, mediterraneo, cultura, democracia
-

17. Indicate the importance of having knowledge and skills in the following topics to support a successful creative process:

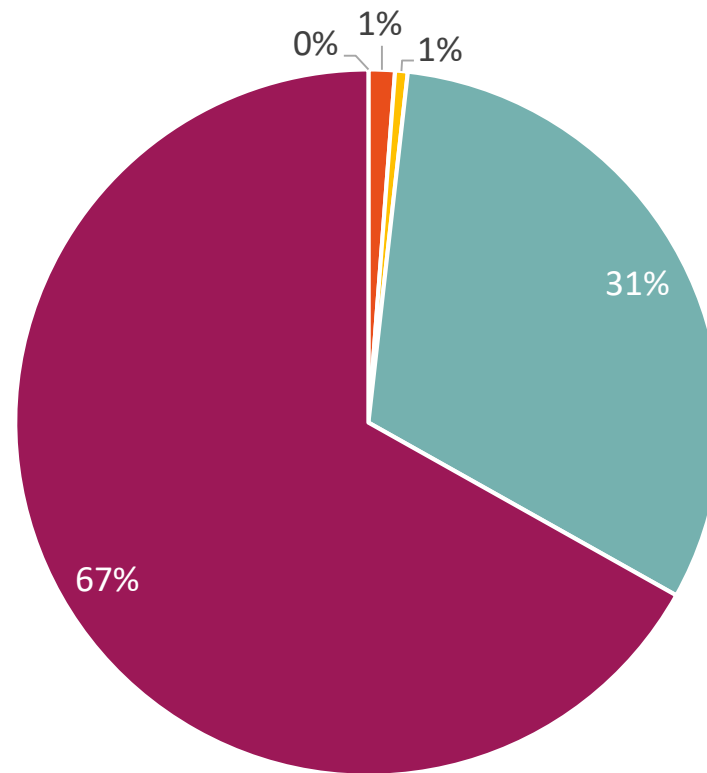


**18. In your opinion, which is the level of importance
given to creativity competence in educational systems?**



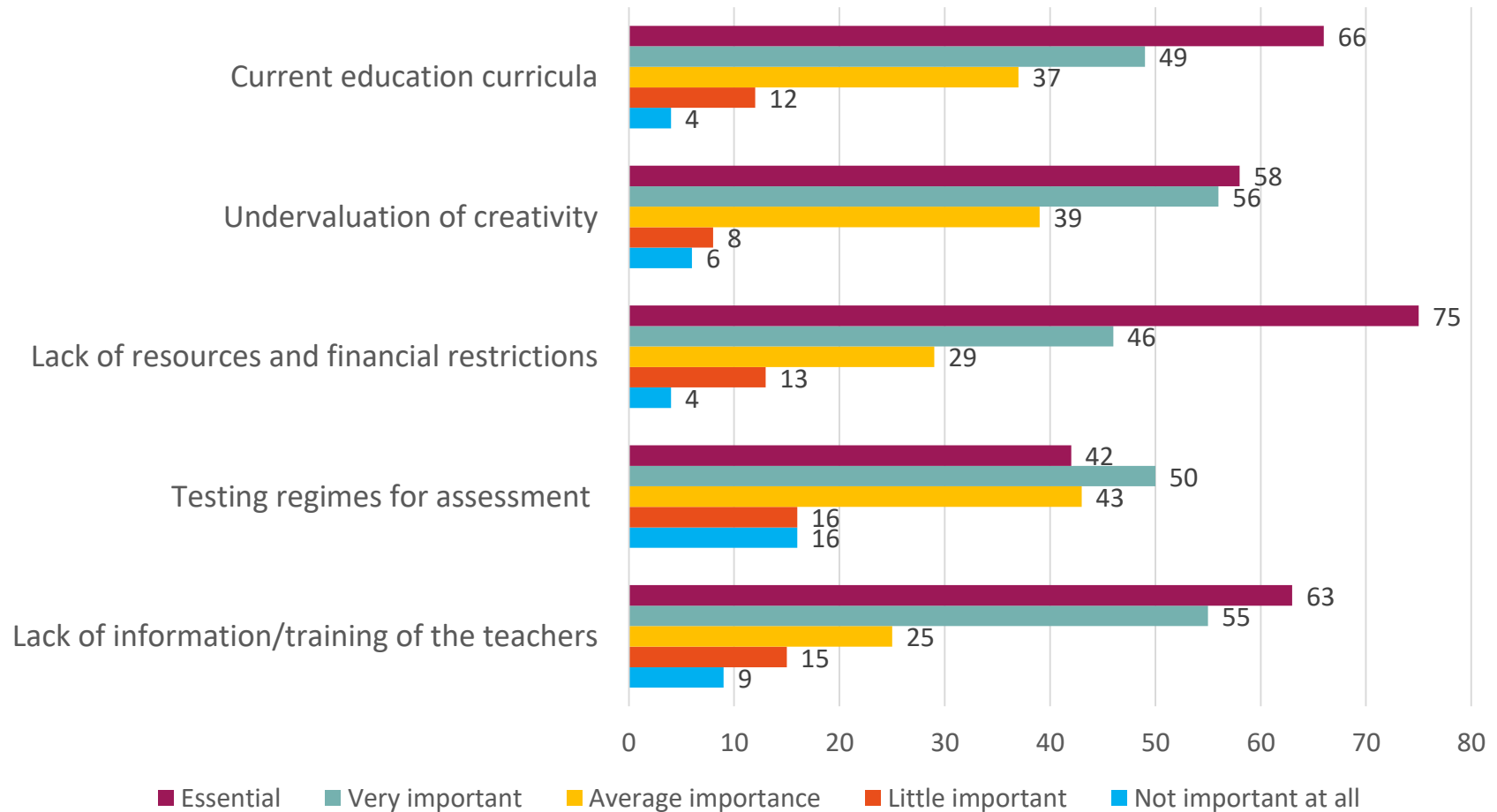
■ Not important at all ■ Little important ■ Average importance ■ Very important ■ Essential

19. In your opinion, which is the level of importance that should be given to creativity competence in educational systems?

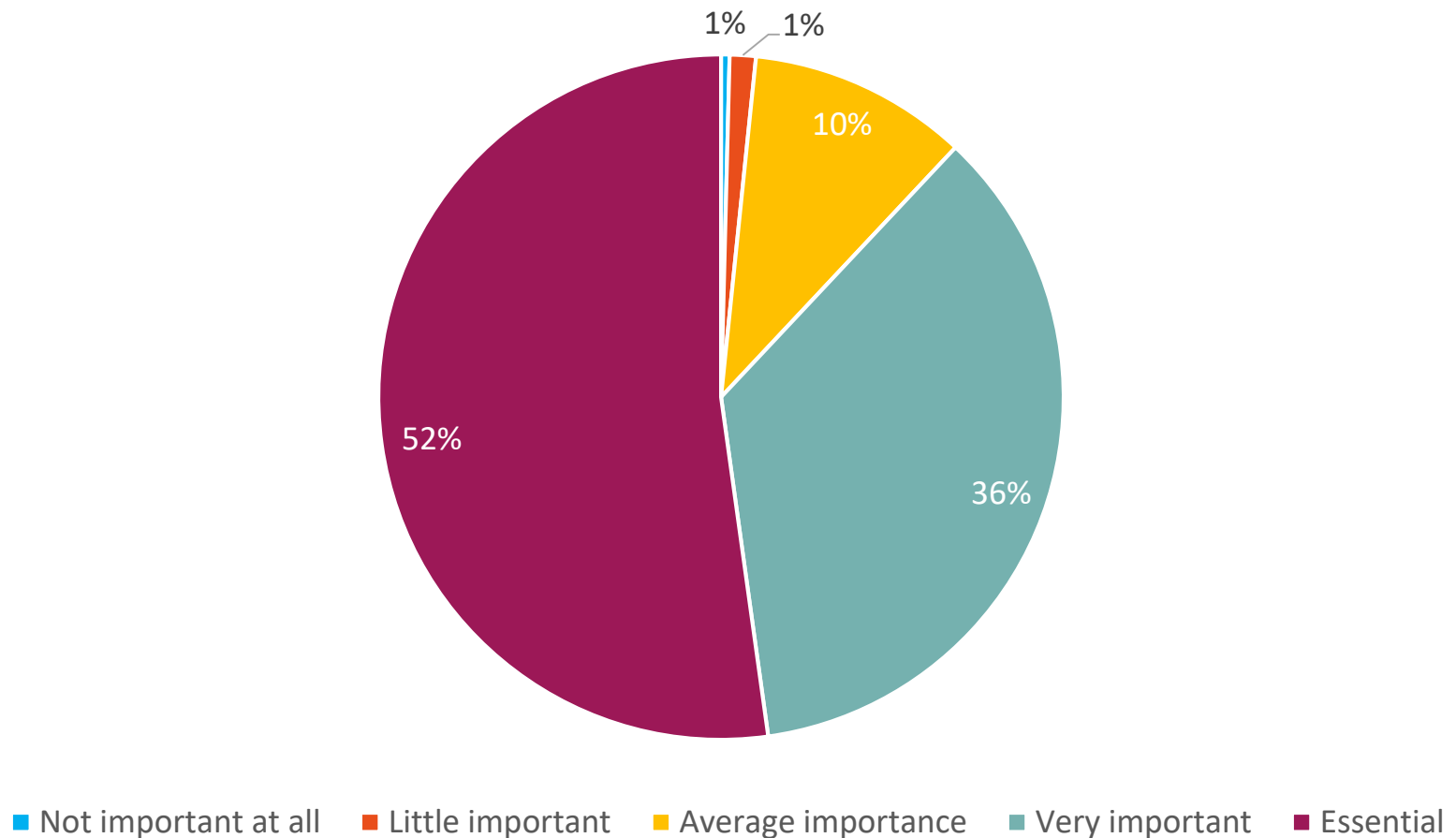


■ Not important at all ■ Little important ■ Average importance ■ Very important ■ Essential

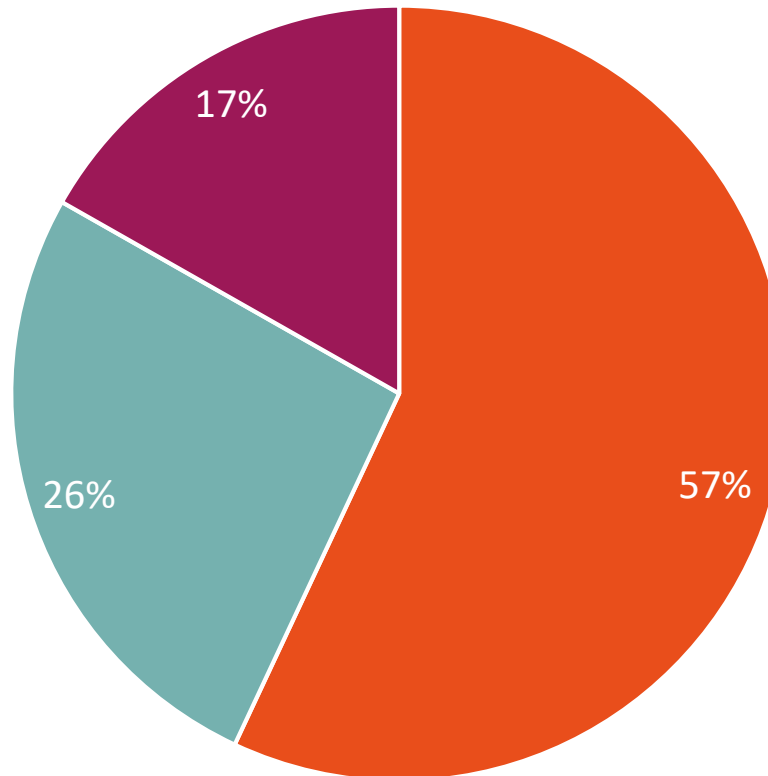
20. Please, identify the barriers, by level of importance, in education systems regarding the promotion of creativity:



21. Do you consider important the development of a European Curricula/Course in Creativity, to be used in VET Centres and other organizations to take profit of different methodologies, experiences and best practices used, namely in companies, from different countries?



22. As a professional (manager, creative or teacher), have you ever attended any type of training on Creativity in your education path?



■ Not at all ■ Yes, partially ■ Yes, totally

If Yes, please indicate:

[ROMANIA]

- HE teacher-Creativity in the field of furniture design
- Creative (Wood Design Engineer): participated in the Faculty of Wood Engineering at various competitions organized on themes that involved creativity in designing pieces of furniture from different categories
- VET provider- Caravan of entrepreneurs
- VET provider- Entrepreneurship Course, European Projects, National and International Symposiums
- Entrepreneur- Management and innovation courses
- Entrepreneur-Lean Design Process
- Creative (Wood Design Engineer)- New Types of Technologies in Furniture Design and Manufacturing, 2018, Berlin and Munich, Germany
- Entrepreneur- Trainings within the company with guests from this field

If Yes, please indicate:

[ITA]

- pragma 3d / 2d autocad course, autocad cinema 4d
- Internationalization
- I attended courses of in-depth study and technical development. These were elements of creativity development for me.
- OD&M Design Driven Strategies, Erasmus + Cyprus (theoretical lessons on Craft Creativity), etc.
- I participated in a Workshop called "La grande estate" held by the illustrator Olimpia Zagnoli. The themes dealt with were the drawing from life in the countryside around Castagneto Carducci. We learned to smell the clouds and see what color the sky was at three. Seriously, Olimpia has taught us to observe nature and imagine it through our personal perspective.
- Mindfulness, creative workshops, seminars
- Artistic high school+ architecture degree + master under construction in frontier zones

If Yes, please indicate:

[PORT]

- Degree in Creativity Design
- European e-craft project
- Research projects
- Several courses CFPIMM ... Design furniture up to solidWorks ... allowed to absorb a lot of information and techniques different from my reality.
- Thinking Design Workshop
- Transnational Projects
- Workshops on creativity, emotional intelligence, design thinking

If Yes, please indicate:

[SPA]

- Jornadas estratégicas varias y cursos de capacitación docente universitario
- Escuelas de Diseño
- COLABORACION CON ESCUELA ELISAVA
- Metodologías SCAMPER, BRAINSTORMING, BRAINWRITING, SIX HAT
- Entornos VICA
- Talleres de conceptualización de producto con tècnicas de creatividad
- Barcelona Activa (Programa Creamedia)
- PRESENTACIONES DE TENDENCIAS
- estudios de diseño, talleres de proyectos, seminarios diseño universal
- CREACIÓN DE MOOD BOARDS
- Manual Thinking
- Relaciones entre empresas y centros educativos
- Workshop de co-creación

23. Please, add any comment or suggestions that will help to develop a course to promote creativity competences for the furniture sector...

[ITA]

- I think it is necessary to develop stages, experiences in various productive sectors, which develop passion and determination with respect to the total, always maintaining a critical approach.
- Students should do more hours within companies.
- Environmental needs, taste and beauty as values to increase.
- To invest in personal attitudes to increase skills
- It would be important to make teachers understand what creativity is. I recommend the texts of De Bono on Lateral Thinking.
- Development of skills aimed at a "vertical" view of design and production system

[ITA]

- I believe it will be important to act not in a unilateral manner and that therefore more actors will be the promoters of the development and the spread on the territory of new creative methodologies. Personally, a competence that I believe will play a fundamental role in the future, in different working environments, and that it will itself constitute a "new profession" and problem-solving.
- "To be able to teach to be creative is very simple, just put a pencil in front of the brain and not behind!" (Studio Lievito)
- Information, cooperation and being influenced both positively and negatively by multiple areas to develop their own critical and creative sense. Share thoughts and allow students or people to express their skills. We must also know boredom; which I consider essential to develop the useful creative part for finding new fun ideas.
- Multidisciplinary
- Designing for complex systems, educating to complexity and not just to make products. The world already has everything we need to live well, but a strategy is needed to make different factors coexist.
- Training of profile that are not only creative but that be able to take care of the creative process in the company.

[PORT]

- Creativity is not taught; I think ... or if you have or do not have ... the course can help to overcome problems that appear after the first draft, in defragmenting the idea to move to practice; now as far as creativity is concerned, I do not think it's important.
- The Designers (of furniture) are, by their academic formation and work methodology, the main engine of creativity in the sector of the industry of the furniture, reason why its participation in this process of development of a curriculum for the creativity is essential. They will also be the only ones, or with appropriate qualifications to give training in this area.
- Mandatory seminars for the different departments of the company (director, designer, among others).
- Obtain the right inputs that guide the creator for future market trends
- Integrate into the group of corporate workers.
- To promote meetings for discussion and suggestions of ideas with the purpose of developing courses in the area of creativity. Put "paths" and possibilities on the table.
- Freedom of Action creativity has no schedule, it arises from the idea at any time, we can stimulate the imagination.

[PORT]

- Investing in training on creativity, disseminating realities of work in the industrial world that work creatively, training entrepreneurs to change traditional and castrating attitudes towards the creative process, engaging and valuing the most creative people ...
- Use of new materials, framing the industry 4.0
- It is very important to motivate and eliminate psychological barriers. You have to get people out of your comfort zone.
- I think it would be worthwhile to have a discipline that addresses a real problem of a local company so that there is an opportunity on the part of the students to obtain effective feedback from the users and from the industry itself on the subject. In this way the students would train competences based on empathy and not know how to develop ideas that present solutions to problems. The theme in question is called "Human Centered Design", to design for users, based on the feedback given by their own and in the constant experimentation of solutions.
- Redesign teaches the history of design and forces you to rethink its design (new technologies, new materials).

[SPA]

- transversalidad en sectores análogos, biomimética y sostenibilidad aplicada, tecnologías de la industria 4.0, análisis sociología y aspiracional, movilidad
- Creatividad aplicada al mundo real, con el fin de llevarla a cabo que no se quede sobre el papel. Luego puede funcionar o no.
- innovar /arriesgar /observar/informarse/
- Ejercitar el cuestionamiento de suposiciones y visualización creativa
- Contratar me. Este cuestionario tiene preguntas que muestran cierta confusión en su planteamiento. Parece que, busca, una justificación (a partir de los resultados) para recibir recursos económicos de fondos europeos., más que encontrar soluciones para el sector a medio y largo camino. He estado seleccionada por muchas empresas en el 2007 que tenían recursos económicos de fondos europeos que sólo estaban interesadas en girar facturas de diseño para justificar que se invertía en creatividad. Naturalmente no acepté esos encargos, pero es evidente que la situación del sector del mueble tiene un problema de raíz que no tiene que ver con la Creatividad, aunque esta sigue siendo su mejor opción para ganar en competitividad y salir del hoyo.
- Sería interesante que diseñadores del sector en activo y con una especialización en el mundo docente en el ámbito del diseño puedan ayudar a ese sector, ya que lo conocen por dentro por ser clientes suyos y conocen las tendencias del diseño y del mundo educativo (y que sea menos reglado).
- TRABAJAR EL PENSAMIENTO CRÍTICO. CREATIVIDAD CON SENTIDO Y VALOR.
- QUE UTILICEN TEXTILES DE DISEÑO, CREATIVOS
- Tener los estudiantes en constante contacto con toda las diferentes partes de la industria y también la parte de business

2 RESEARCH OF VET PROGRAMME IN EU

ROMANIA + ITALY + PORTUGAL + SPAIN

RESEARCH OF VET PROGRAMMES

Research on furniture sector to VET programmes, in European involved countries, related to creativity and entrepreneurship

DIDA, CENFIM, CFPIMM, UTDB sent their selections



We identified **3 main areas and topics** in units and programmes >>>

SOCIOLOGY AREA / CREATIVITY + **DESIGN AREA / INNOVATION** + **ECONOMIC AREA -
ENTREPRENEURSHIP**

CENFIM

Home & Contract furnishings
cluster and innovation hub

Creatividad e Innovación:

<https://www.academiagerencial.com/programa/creatividad-e-innovacion/>

Program

Module I: Creativity

Creativity, an approximation

Definitions.

The three components of creativity.

The hexagon of creativity.

The secrets of creativity.

Free creativity tools

Brain Storming

Mental maps.

Convergent / divergent thinking.

Visual Reagents (Collage of cuts).

Sequential creativity tools

Scamper.

Morphological box.

Six hats to think about.

Think outside the box.

Creativity for innovation

Chance and innovative creativity.

Stages of the creative process or product innovation.

Stages of the creative process.

AREA
SOCIOLOGICA

Module II: Innovation

Background

Concepts of innovation

Product innovation

Process innovation

Marketing innovation

Innovation in organization.

Types of innovation

Incremental innovation and radical innovation.

That's why we need you to redesign it.

Where you see risks, I see opportunities.

Where can I buy a Tucker?

The only way to win is by creating a machine.

Design thinking for innovation

Design thought of people.

Design Thinking.

Know what problem to solve.

How to create a climate for innovation?

What to do to encourage the generation of ideas?

Preconditions for innovation.

Where and how to make innovation?

The rainbow of innovation.

The three lenses of innovation.

The innovation applied to the automotive industry.

Luxury at low cost, in only 10 square meters.

AREA
PROYECTO
DESIGN

Module III: Strategic innovation

Strategic innovation

Question Paradigms

Wikipedia.

Changing paradigms in interior decoration.

Virgin Atlantic.

Business models

The business models.

9 areas of the canvas.

Design of business models to make innovation.

Blue Ocean

Blue ocean concept.

Blue Ocean tools.

4 success stories using blue ocean.

Open innovation

Open innovation concept.

P & G makes open innovation.

User innovation

Collaboration and common good.

TECHNICAL

Gestión del pensamiento creativo y la innovación empresarial:

<https://www.akademus.es/cursos/gestion-pensamiento-creativo-innovacion-empresarial-open-iebs/>

Program

Creative thinking

What is innovation?

Creativity

How does a creative team work?

Creative behavior and creative teams

Creative focus

Hunting trends (coolhunting)

Composition of a creative team

Divergence

Convergence

Creative methodologies

Innovation models

Disruptive innovation - Clayton Christensen

Open innovation

Innovations and emotions: body and movement

Discovering personal resources for your own creativity

Working with personal creativity based on the body and movement

Working from our body awareness (put into practice)

Body and movement, innovative culture and innovation policies in the company

Mental maps

Complementary articles

CENFIM

Home & Contract furnishings
cluster and innovation hub

Master Innovación Creatividad y emprendimiento (UPV):

https://www.cfp.upv.es/formacion-permanente/cursos/creatividad-y-emprendimiento_idiomaes-cid52649.html

Program

1. What is creativity?
2. Components and Characteristics of Creativity
3. Barriers and Blocks of Creativity
4. Thinking and creative process
5. Creativity Techniques
- Part II: Entrepreneurship
1. Entrepreneur and Entrepreneurship
 - 1.1. Before starting...
- 1.2. Defining the concepts of Entrepreneur and Entrepreneurship
- 1.3. Relationship between Creativity and Entrepreneurship
- 1.4. Policies on entrepreneurship, are they really?
2. Entrepreneurship in Organizations
 - 2.1. Reflecting on the behaviors of people and organizations
 - 2.2. Entrepreneur Organizations
 - 2.3. Intrapreneurship
- 2.4. How to channel the value of entrepreneurs in your company?
3. Discovering Entrepreneurial Skills
 - 3.1. Test of Guidelines for Entrepreneurial Behavior
 - 3.2. And now how do I interpret the result?
 - 3.3. The Entrepreneur Team
4. From the idea to the opportunity
 - 4.1. The idea
 - 4.2. Planning: How to turn my idea into a reality?
- 4.3. The Entrepreneurship Plan
- 4.4. Feasibility analysis

AREA
ECONOMICA

Curso de creatividad en Madrid:

<http://www.cursoscreatividad.com/programa-cursos-creatividad-madrid.php>

Program

1. WHAT is creativity?
Definition. How can it be measured? Brief history of creativity and its
2. LOGICAL thinking and LATERAL thinking
Differences, uses ...
3. DIFFERENT CAPACITIES
Originality. Initiative. Fluency. Divergence. Flexibility. Sensitivity. Elaboration. Self esteem. Motivation. Independence. Think technical. Innovation. Invention. Rationalization. Empathy...
4. The BLOCKS of creativity
Negative thinking ...
5. The "MASTERS" of creativity
Csikszentmihalyi, Guilford, De Bono ...
6. The PRINCIPLES of creativity
we create
7. Creative techniques
Individual and group
 1. MENTAL MAPS
 2. ART OF ASKING
 3. BRAINSTORMING
 4. FORCED RELATIONS
 5. SCAMPER
 6. LIST OF ATTRIBUTES
 7. ANALOGIES
 8. BIONIC
 9. SLEEPWRITING
 10. DELFOS METHOD
 11. MORPHOLOGICAL ANALYSIS

TECHNIQUE

UNITS ON CREATIVITY AND ENTREPRENEURSHIP - VET PROGRAMMES ON FURNITURE SECTOR

Profile and potencial of the entrepreneur - diagnosis and development

25 hours

Objetives

- Explain the concept of entrepreneurship.
- Identify the advantages and risks of being an entrepreneur.
- Apply diagnostic tools and self-diagnosis of entrepreneurial skills.
- Analyze personal profile and potential as an entrepreneur.
- Identify the technical and behavioral development needs, in order to favor the entrepreneurial potential.

Program

- Business
- Concept of entrepreneurship
- Advantages of being an entrepreneur
- Entrepreneurial spirit versus entrepreneurship
- Self-diagnosis of entrepreneurial skills
- Diagnosis of the life experience
- Diagnosis of knowledge of "practical situations"
- Determination of the "own profile" and self-knowledge
- Self-diagnosis of personal motivations to become an entrepreneur
- Characteristics and key competencies of the entrepreneur profile
- Personal
 - Self-confidence and self-motivation
 - Ability to take decisions and take risks
 - Persistence and resilience
 - Persuasion
- Implementation

Entrepreneurship skills and job search techniques

25 hours

Objetives

- Define the concept of entrepreneurship.
- Identify the advantages and risks of being an entrepreneur.
- Identify the profile of the entrepreneur.
- Acknowledge the business idea.
- Define the steps of a project.
- Identify and describe the various market insertion opportunities and their support, in particular the Active Measures of Employment.
- Apply key job search strategies.
- Apply the rules for drafting a curriculum vitae.
- Identify and select job postings.
- Recognize the importance of spontaneous applications.
- Identify and adapt behaviors and attitudes in a job interview.

Program

- Concept of entrepreneurship - multiple contexts and intervention profiles
- Profile of the entrepreneur
- Factors that inhibit entrepreneurship
- Business Idea and Design
- Coherence of personal project / business project
- Phases of the project definition
- Working modalities
- Visible and hidden labor market
- Information search for job search
- Active measures of employment and training
- Geographic mobility (national, Community and extra-EU labor market)
- Network of contacts
- Curriculum vitae
- Job ads
- Spontaneous application
- Job interview

VET PROGRAMMES ON OTHER SECTORS RELATED TO CREATIVITY AND ENTREPRENEURSHIP

Personal and Creative Development

25 hours

Objectives

Apply techniques of conversation and communication, developing body language and oral as a persuasive element.
Apply creativity stimulation techniques, sensitivity and curiosity.
Recognize the importance of the deconstruction of formality, stereotype and prejudice.

Program

Movement - postural techniques
Valuing the individual body
Improving posture
Energy Management
Concentration
Balance
Perception
Readiness
Agility
Creativity
Relaxation
Disinhibition and socialization
Voice - mechanisms and techniques
Expressive capacity of the voice, starting from the awareness of the vocal mechanisms.
Breath; relaxation; vocal warm-up; articulation; diction; placing; projection for a global control of the conversation - rhythm, volume, among others.
Improvisation - fundamentals and techniques
Unpredicted improvisation and disinhibition.
Communication
Concentration
Creativity

TECHNIQUE OF COMMUNICATION

Entrepreneurship and business initiative

25 hours

Objectives

Identify critical issues in setting up a new business.
Select and implement a business plan template.
Apply techniques to execute new business projects, using different tools and management tools.
Apply business presentation techniques in the start-up phase of a new company.
Demonstrate effective leadership skills in starting a new business.

Program

Entrepreneurship and entrepreneurship mind
Business
Characteristics of the entrepreneur
Myths of entrepreneurship
The company
Concept of company
Different legal forms that the new company can adopt
Importance of an appropriate selection of legal form
Legal procedures for the incorporation of the company
Environmental responsibility and impacts of company activity
Incentives for entrepreneurship
Main support for investment and innovation
Key incentive programs for innovation
Team building and people management
Employee motivation
Leadership of teams
Importance of communication in the organization
Marketplace
Opportunities and ideas
Sources of ideas for new ventures
Role of marketing in the new company
Importance of Market Research
Steps of the market study
Business plan and the analysis and evaluation of an investment project
Objective and the importance of a business plan
Structure and design of a business plan
Definition of the organization's mission
Concept and relevance of designing a strategy
SWOT Analysis
Main economic and financial analysis indicators

PROGRAMME FROM PORTO POLYTECHNIC INSTITUTE RELATED TO CREATIVITY AND ENTREPRENEURSHIP

Creativity and business Innovation - 3 years

Curricula

Organizational behavior
Individual Creativity
Management
Organizational Creativity
Fundamentals of management
Organization
Business analysis
Personal development
Business Ethics
Business financial management
Business Environment
Economy
Personal Leadership
Corporate social responsibility
Law and documentation
Intercultural Communication
Sales and market mechanisms
Organizational communication
Speak in public
Organizational Characteristics and Behavior
Theories of creativity
Techniques of creativity
Business model and strategic development
Foreign language

Università di Firenze
DESIGN DRIVEN STRATEGIES
Refreshing course

Working in multidisciplinary teams, Strategic Design Strategies, Systematic approach in managing the project complexity, Methodologies of Design Driven Innovation, Capacity of understanding the social and economic innovation scenarios

Politecnico di Milano
Master in Strategic Design

DESIGN AREAS: strategic design, product service system, service design, design tools and culture

MANAGEMENT AREAS: strategic management, corporate strategy, project management, entrepreneurship

INTERSECTION AREAS: design strategy, design management, innovation management, new service design management, design intensive entrepreneurship

IED Istituto Europeo di Design
Master in Creative Direction

International thinking, Human insights, new writing forms, computer graphic and crafting, brand strategy, techno-creativity, presentation techniques, team building & leadership, design thinking, creative thinking, job tools, design culture

BBS Bologna Business School
Master in Business
Innovation Design

Business strategy, Business model innovation, people and leadership, design innovation, systemic design and service design

Università di Bolzano
Master of science in
Entrepreneurship and innovation

Innovation management, entrepreneurship laboratory, innovation economy, service design



FACULTY OF PRODUCT DESIGN and ENVIRONMENT-Transilvania University of Brasov:

- Industrial design – BACHELOR

Course: Creativity and innovation in design

- Developing creative skills and capacities
- Developing special calculation skills
- Acquiring group techniques

Course: Innovation management in product design

- Developing techniques and methods specific for creativity
- Appropriate use in the professional communication of concepts
- Develop self-organization and cooperative capacity

FACULTY OF TECHNOLOGICAL ENGINEERING AND INDUSTRIAL MANAGEMENT -Trans University of Brasov:

- Business Management industry – MASTER

- offers cognitive and behavioral competences required in order to become specialist in solving managerial situations specific to a more complex and dynamic business environment
- Offers the capacity for analysis and synthesis of the processes and phenomenon specific to industrial businesses
- Offers capacity to assume high level responsibilities and risks, in taking decisions under high stress
- Development of a critical and realistically thinking system
- Ability to conceive and implement successful business strategies



Universitatea
Transilvania
din Braşov

FACULTY OF INTERIOR ARCHITECTURE - University of Architecture and Urbanism of Bucharest:

- Interior architecture – BACHELOR

Course: Management and marketing

- Developing techniques and methods specific for creativity
- Project management
- Appropriate use in the professional communication of interior design and product design concepts
- Develop self-organization and cooperative capacity
- Promoting multidisciplinary co-working

FACULTY OF MANAGEMENT – National University of Public Administration

- Entrepreneurship and Management – MASTER

- Strategic management;
- Entrepreneurship communication and negotiation technique;
- Market research and consumer behavior;
- Leadership and organizational behavior;
- E-business and web 2.0;
- Internationalization of SMEs;
- Creativity and entrepreneurial innovation;
- Team psychology.



FACULTY OF BUSINESS AND ADMINISTRATION - University of Illinois

Course From Creativity to Entrepreneurship

- strategic innovation course
- prospect theory and how it relates to developing successful winning innovations
- innovation and how it relates to the various stakeholders, consumers, firms
- understanding of concept of the innovation
- concepts of the tipping points in an innovation lifecycle
- concept of dominant design
- Types of innovations
- examine the elements of a business model
- developing synergies
- understanding a popular framework called the business model canvas

Course Creativity Toolkit: Changing Perspectives

- Definition of creativity
- Methods for being creative
- The purpose of creativity
- Creativity can be motivating
- Tools for Thinking

SOCIO-ECONOMIC AREA

CREATIVITY

What is creativity - Definition
Thinking and creative process
Barriers and blocks of
creativity
Creative behaviour and
creative teams
Creative techniques

- Mental maps
- Six hats
- Role playing
- Brainstorming
- Scamper
- Delfos method
- Sotyboarding
- mindmapping

Communication techniques and
body language
...

DESIGN AREA

INNOVATION

Concepts of innovation
(product, process, marketing,
organisation, ...)
Types of innovation
(incremental / radical, risks
opportunities, ..)
Design thinking
Strategic innovation
Strategic design
Service design
Innovation management
...

ECONOMIC/MANAGEMENT AREA

ENTREPRENEURSHIP

Entrepreneur and
entrepreneurship definition
Relation between
entrepreneurship and
creativity
Entrepreneurship skilss – self
diagnosis
Leadership and teamworking
How to turn ideas into reality
Business plan
Feasibility study analysis
Swot analysis

CENFIM

Home & Contract furnishings
cluster and innovation hub

dID
distretto
INTERNI DESIGN



association of czech
furniture manufacturers



UNIVERSITÀ
DEGLI STUDI
FIRENZE

DIDA
DIPARTIMENTO
DI ARCHITETTURA



Universitatea
Transilvania
din Braşov



CCS
Digital Education

eurocreamerchant
consulenza direzionale d'impresa