

Example of implementation of the GENIUS-project on Gladsaxe Gymnasium

One of the overall goals of this project was for our students to think innovative, create business ideas and business plans. Our official website (<http://project-genius.eu>) has captured all the final business plans, and the site will be useful for us in the future.

At Gladsaxe Gymnasium we offer our students to choose an optional subject called "Business Economy", which focuses on many of the same aspects, as we have worked on in this project. The students are both learning about innovation as well as they have to learn about all the aspects of a business plan during this course. This includes market research, budget and economy, marketing, organisation structure and leadership.

The project website contains 25 different business plans. This material can be used by our students on different levels. In the beginning of the course, they can use them as inspiration to getting their own innovative ideas as well as choosing to work further with one of the ideas from the project. Later in the course, the students can see examples of e.g. how to work with a SWOT analysis as well as marketing. For some of the projects, our students can study good examples of the theory, and for some of the projects, our students can use their learned skills to improve the existing projects.

By using this collection of business plans from the website, we are also able to bring an international perspective to the class, as our students get some more knowledge of, what students from other European countries see as good and innovative ideas. The international perspective is a mandatory part of the national curriculum, and for Gladsaxe Gymnasium it is a special focus area that goes beyond the curriculum requirements.

In other subjects, the students are working with one of the methods used in the GENIUS-project that helps generating innovative ideas. The method of "open-close": First they make an individual brainstorm using an open mind to generate ideas, then they are presenting the ideas and organising them in different categories and last they narrow the ideas down and start working with the most useful ideas.

The experiences from the GENIUS-project do also help when the students are working with the annual event called "Innovation Camp" where they are helping external partners solving one of their problems.