

Project-based learning

Using live innovation challenges as a device to integrate key tools and concepts around innovation and entrepreneurship.

1. Method

- Project-based learning provides a learning-by-doing approach which allows practitioners to accumulate first-hand tacit “how-to” knowledge in the areas of innovation and entrepreneurship.
- Real-life innovation problems of the company are tackled by small teams who are mentored throughout the full innovation / entrepreneurship process. Along their journey, multiple innovation tools and techniques are presented, used, and evaluated.
- Participants gain knowledge and skills by working for an extended period of time investigating and responding to an engaging and complex question, problem, or challenge. They are immersed in an inquiry experience that gets them thinking about and questioning the topic.
- The key criteria in project-based learning are authenticity, a driving question, constructive investigations, autonomy, and room for reflection.

2. Requirements

- Project-based learning should be based on collaborative or cooperative group learning on a long-term and interdisciplinary basis
- Technology can play an important role in structuring and supporting effective project-based learning, as it makes the environment more authentic to participants.

3. Potential solution/outcome

- Participants learn to tackle real-life problems of the company by drawing from many information sources and disciplines. Thus they build the capacity to successfully conduct innovation projects and also acquire the capacity to explore new innovation methods on their own.

4. When should you use it?

- When traditional learning methods fail to transport “how-to” knowledge on innovation and entrepreneurship to practitioners, the project-based learning experience helps implement new methods and tools in innovation management.

5. Main Sources

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