

## Target group

Students and professional with different backgrounds interested in implementing creativity and innovation into their daily work and life. Students on bachelor, masters or PhD level are welcome.

## Course structure

The course consists of a mixture of lectures, workshops and group work in a dense 2 weeks program. An excursion to Boeing company is included in the program. Project works will be published in a book (hardcopy and eBook). Certificate of participation will be issued by SICENG.

## Costs

The tuition fee is 480EUR (620USD/CAD) and is including all costs for the lectures itself, the excursion to Boeing company and a hardcopy of the final book and its shipping costs for each participant. Additional costs for dormitory - please ask for a quote.

## Application and contact

Application deadline is 2<sup>nd</sup> June 2013.

Application forms available at [www.siceng.org](http://www.siceng.org)

For further information contact

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## CREATIVITY ENGINEERING

*From a creative idea.....  
...to its successful marketing*

29.07.-09.08.2013

UBC Campus



## Content week 1

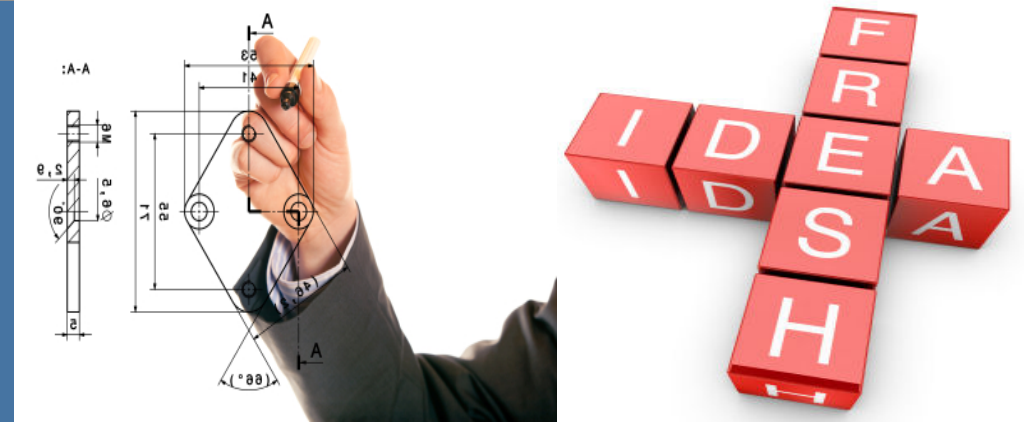
At the end of the first week, participants will have gained an understanding as to what a creative idea is and how creativity can be accessed. They will learn about individual obstacles in sourcing creativity and will be able to overcome these obstacles. Furthermore, participants should be capable of defining and detailing their creative ideas and of developing them coherently into business models and business plans.

## Content week 2

In the second week the concepts introduced in the previous weeks will be practiced in a real project. Projects will be documented in a paper; each paper will be published as a book chapter in a book.

## Further notice

Please note that the seminar will only take place if enough participants apply.



SICENG is an organization who seeks to bring together engineers from all over the world through seminars, conferences and symposia in order to share ideas, visions and the latest outcomes in research and industrial achievements in sustainable, innovative and creative engineering.

Enhancing cooperation between academia and industry is one of the main strategic goals of SICENG; providing an environment for inspiration through interdisciplinary meetings is another. SICENG organizes different symposia and summer schools on creative and innovative engineering covering different disciplines.

SICENG is situated in Holzgerlingen, Germany, near Stuttgart. Its founders have been working in the car industry and in university for many years; they have contributed to the development of many Mercedes, BMW and Opel cars, sustainable product development in various industry branches and have conducted research in the field of ecodesign and creativity in design.