



BUSINESS SCHOOL

AALBORG
UNIVERSITY

UNIBO INTERNATIONAL WEEK

ELECTIVE PROGRAMME: BUSINESS ENGINEERING

Sunday the 16th of April

Arrival

Monday the 17th of April

Welcome and introduction to the Aalborg University Business School

Tour of Innovate – Aalborg University’s Innovation and Science Hub

Lunch Break

Lecture 1 Commercialization of research and knowledge in an international perspective

Tuesday the 18th of April

Lecture 2 Introduction to Business Engineering and Design - theories and tools

Lunch Break

Lecture 3 Business development workshop: Creative ideation

Wednesday the 19th of April

Tour of Aalborg Portland,
Denmark’s only cement factory and the world’s largest manufacturer of white cement

Lecture 4 Developing sustainable business in the heavy industry

Lunch break

Lecture 5 Business development workshop: business model design

Thursday the 20th of April

Tour Of GrowAAL, Aalborg city center

Lecture 6 Local and regional business promotion ecosystems and promotion programs.

Lunch break

Lecture 7 Business development workshop: Customer development

Friday the 21st of April

Lecture 8 Framing, presenting, and communicating a business idea

Pitch board and evaluation

End of the course Friday bar

Saturday the 22nd of April

Departure

The team



Morten Lund is an experienced entrepreneur and executive manager with a combined academic, pragmatic, and creative profile. Since 2020 Morten has been the Vice Head of Business School with the strategic development of the as one of his many responsibilities. When not engaged in management duties he advances his academic career with a research agenda focusing on developing the field of business engineering form a business model perspective.

Morten Lund

PhD, Associate Professor



Kristina Maria Madsen is an experienced design researcher exploring the intersection of design thinking and business development. Kristina's research explores games as a strategic design method for collaboration and early-stage innovation in business design. Through her research, she is involved in exploring, developing, and driving design-driven processes for idea and concept development and developing methods and tools for business and collaborative design practices.

Kristina Maria Madsen

PhD, Assistant Professor

TITEL



Peter Thomsen's research lies at the intersection of Business Models, innovation, performance measurement and Intellectual Capital. He is deeply inspired by the philosophies of customer-driven value and its potentials for redefining businesses and industrial landscapes.

He is driven to transform business models towards more tangible and applicable conceptions and works on standardizing the measure of business models presentation of a company's customer-driven value metrics.

Peter Thomsen

PhD, Post Doc



Kenneth Lundholm-Stenkjær provides the settings for applying business development research to both company and large-scale societal challenges. He brings experience from both the private and public sector on developing and managing innovation driven projects within diverse knowledge domains from technology-, through process- to real-estate development. Kenneth's research interest mainly revolves around the enhancing the business development capabilities and functions of board of directors within a context of sustainable value creation.

Kenneth Lundholm-Stenkjær

Senior advisor