



Dec 04, 2017

## Distinguished Innovations for AAU students

Within its keenness to encourage student's innovations, The students of the College of Business organized an exhibition to display their innovations, within the "Innovation management and creativity" course and under the supervision of Dr. Abdelkader Mazouz, Dean of Scientific Research and Graduate Studies.

The academic staffs of the College of Business had a look at the student's innovations, expressed their happiness of the students efforts, Where Al Ain University of Science and Technology keenness to promote innovation and support students to be innovative.

For his part, Dr. Mazouz commented: "Students had to make a prototype of their innovative ideas. The project consists of an innovative service or a product that has a commercial potential within our society. First, students have to go through the process of empathy where observing and understanding in order comes up with a need; identified as need finding, then ideate their

creativity and look towards value proportions and customer segments and relations”.

[Press Release Link](#)