

Course size (nominal values; actual values may depend on programme)

Credits 4.0 Study time 120 h Contact hrs 30.0 h

Course offerings in academic year 2016-2017

A (semester 2) English

Lecturers in academic year 2016-2017

Verrue, Johan EB09 lecturer-in-charge

Offered in the following programmes in 2016-2017

	crdts	offering
Bridging Programme Master of Science in Industrial Engineering and Operations Research	4	A
Bridging Programme Master of Science in Fire Safety Engineering	4	A
Bridging Programme Master of Science in Industrial Engineering and Operations Research	4	A
Courses on Offer by the Doctoral Schools Ghent University	4	A
Master of Science in Engineering: Architecture (main subject Architectural Design and Construction Techniques)	4	A
Master of Science in Electrical Engineering Technology (main subject Automation)	4	A
Master of Science in Communication Science (main subject Communication Management)	4	A
Master of Science in Electrical Engineering (main subject Communication and Information Technology)	4	A
Master of Science in Electromechanical Engineering (main subject Control Engineering and Automation)	4	A
Master of Science in Electrical Engineering Technology (main subject Electrical Engineering)	4	A
Master of Science in Electromechanical Engineering (main subject Electrical Power Engineering)	4	A
Master of Science in Electrical Engineering (main subject Electronic Circuits and Systems)	4	A
Master of Science in Communication Science (main subject Film and Television Studies)	4	A
Master of Science in Communication Science (main subject Journalism)	4	A
Master of Science in Electromechanical Engineering (main subject Maritime Engineering)	4	A
Master of Science in Electromechanical Engineering (main subject Mechanical Construction)	4	A
Master of Science in Electromechanical Engineering (main subject Mechanical Energy Engineering)	4	A
Master of Science in Communication Science (main subject New Media and Society)	4	A
Master of Science in Engineering: Architecture (main subject Urban Design and Architecture)	4	A
Master of Science in Biochemistry and Biotechnology	4	A
Master of Science in Biochemistry and Biotechnology	4	A
Master of Science in Biology	4	A
Master of Science in Biology	4	A
Master of Science in Chemistry	4	A
Master of Science in Chemistry	4	A
Master of Science in Physics and Astronomy	4	A
Master of Science in Geography	4	A

Master of Science in Geomatics and Surveying	4	A
Master of Science in Computer Science	4	A
Master of Science in Mathematics	4	A
Master of Science in Mathematical Informatics	4	A
Master of Science in Electromechanical Engineering Technology	4	A
Master of Science in Information Engineering Technology	4	A
Master of Science in Industrial Engineering and Operations Research	4	A
Master of Science in Civil Engineering	4	A
Master of Science in Chemical Engineering	4	A
Master of Science in Civil Engineering	4	A
Master of Science in Computer Science Engineering	4	A
Master of Science in Computer Science Engineering	4	A
Master of Science in Fire Safety Engineering	4	A
Master of Science in Industrial Engineering and Operations Research	4	A
Master of Science in Sustainable Materials Engineering	4	A
Master of Science in Engineering Physics	4	A
Master of Science in Chemical Engineering	4	A
Master of Science in Engineering Physics	4	A
International Master of Science in Sustainable and Innovative Natural Resource Management	4	A
Exchange Programme in Physics and Astronomy (Master's Level)	4	A
Exchange Programme in Political and Social Sciences	4	A
Postgraduate programme in Innovation and Entrepreneurship in Engineering	4	A

Teaching languages

English

Keywords

Creativity, Market Research, Business model, Financial Planning

Position of the course

The student learns to collect feedback on a business idea and to structure this feedback into a first draft of business model.

Contents

The student team starts from a business idea that will be confronted with the environment, e.g. distributors, potential customer groups and users, suppliers, designers, producers, regulation ... Based on the methodology and in consultation with the coach, the critical building blocks of the business model are mapped and linked.

- The feedback mechanism
- The business model concept
- The value proposition
- The customer segments
- The key activity system (content - structure - governance)
- The revenue model
- The cost structure
- The financing structure

Initial competences

An entrepreneurial attitude, self-steering capacity, perseverance, flexibility and creativity.

Final competences

- 1 Insight in the key components of the business model concept.
- 2 To be able to collect relevant market/sector feedback on a business idea/concept.
- 3 Insight in the value to be offered to (specific) customers (segments).
- 4 Insight in the key activities that are necessary to create value and in the way participants are involved.
- 5 Insight in the cost structure implied by the key activities.
- 6 Insight in the revenue model, the facts and hypotheses underlying a realistic revenue

forecast.

7 Insight in financing needs inherent to the choices made in the business model.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Lecture, microteaching, project

Extra information on the teaching methods

It is necessary to attend all educational activities. The student's research is streamlined through a conceptual and practical framework. The conceptual framework is explained by means of lectures and also supervised by the coach. The student team presents (oral and written) interim results and receives feedback on it.

Learning materials and price

Concise syllabus and slides

References

Course content-related study coaching

Coaching sessions

Evaluation methods

continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation

Oral examination, assignment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible

Calculation of the examination mark

- Written report: 60% (result of the student team)
- Oral defense: 40% (individual result)