

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

Credits 6.0 Study time 180 h Contact hrs 45.0 h

Course offerings and teaching methods in academic year 2018-2019

B (semester 2)	Dutch	PDE tutorial	5.0 h
		project	30.0 h
		integration seminar	5.0 h
		seminar: coached exercises	5.0 h

Lecturers in academic year 2018-2019

Verrue, Johan	EB23	lecturer-in-charge
Vanderhoudelingen, Véronique	EB58	co-lecturer
Vercruysse, Davy	EB22	co-lecturer

Offered in the following programmes in 2018-2019

Bachelor of Science in Business Administration	6	6	offering B
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Teaching languages

Dutch

Keywords

Entrepreneurial skills, business model, teamwork.

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, eg. 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.

Initial competences

Final competences

- 1 To be able to collect relevant market/sector feedback on a business idea/concept.
- 2 To be able to conduct qualitative desk research in analysing a sector and in finding relevant business contacts.
- 3 Being able to establish relevant contacts and to interview these contacts to collect qualitative feedback.
- 4 Insight in the key components of the business model concept.
- 5 Insight in the minimal value to be offered to specific customer segments.
- 6 Insight in the key activities and their participants that are necessary to create value.
- 7 Insight in the cost structure implied by the key activities.
- 8 Insight in the revenue model, the facts and hypotheses (cf. also the feedback) underlying a realistic revenue forecast.
- 9 Insight in financing needs inherent to the choices made in the business model.
- 10 Presentation skills and pitching.
- 11 Professional writing skills.

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into

consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Integration seminar, PDE tutorial, project, seminar: coached exercises

Extra information on the teaching methods

The student teams have to work with just a few conceptual tools. The teams can also use insights from other courses. There are regular coaching sessions for the development of the prototype and the business model. There are guided exercises concerning communication skills.

Learning materials and price

Slides and syllabus.

References

Course content-related study coaching

Coaching sessions in team.

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

Assignment, peer assessment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is not possible

Extra information on the examination methods

The group result is based on the quality of the intermediary and final reports, and the pitch. There is an individual score for the learning path on communication skills.

Peer Assessment: students evaluate each other's work in a team. Based on this peer assessment the professor recalculates the group results per team member. A student not obtaining a peer score of 0,70 will be additionally questioned by the professor who can adapt the final score.

Two second exam session.

Calculation of the examination mark