

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

Credits 4.0 Study time 120 h Contact hrs 30.0 h

Course offerings and teaching methods in academic year 2018-2019

A (semester 1)	English	microteaching	6.25 h
		lecture	3.75 h
		project	20.0 h

Lecturers in academic year 2018-2019

Verrue, Johan	EB23	lecturer-in-charge
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Offered in the following programmes in 2018-2019

	crdts	offering
Master of Science in Communication Science (main subject New Media and Society)	4	A
Exchange Programme in Political and Social Sciences	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 creation for stakeholders
- The key resources
- 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

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. Complementary to the lectures the students receive coaching on the project they have to do in group. During each workshop a coach gives feedback. There are four workshops in total. The students receive a template they have to fill in for each workshop. This process is supported by an online tool.

Learning materials and price

References

Course content-related study coaching

Coaching per team of students.

Evaluation methods

continuous assessment

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

Participation, assignment, peer assessment

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

Examination methods in case of permanent evaluation

Participation, 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 written report. Peer Assessment: students evaluate each other's work in a team. Based on this peer assessment the titular recalculates the group results per team member. A student not obtaining a peer score of 0,70 will be additionally questioned by the titular. If after this intervention the peer remains below 0,70 the student cannot succeed.

Calculation of the examination mark