

## Course: Project development of services

credits: 4

<b>Course code</b>	IFVB18DNSPOD	<b>Modes of delivery</b>	Tutorial
<b>Name</b>	Project development of services	<b>Assessments</b>	Project development of services - Assignment
<b>Study year</b>	2019-2020		
<b>ECTS credits</b>	4		
<b>Language</b>	Dutch, with parts in English		
<b>Coordinator</b>	CONVERSIE		

### Learning outcomes

Main learning outcome

Converts innovative Facility-related ideas into a consistent business model and tests it in the market with a view to value creation, and markets the start-up to all stakeholders in an appealing way using conventional and contemporary media in order to convey the added value of the product or service.

The student:

- demonstrates a new product/service for their start-up using innovation theories
- investigates trends and developments related to their idea at the macro and meso level
- applies the theory of the Business Model Canvas to their concept, incorporating marketing, legal, financial and CSR aspects
- presents the results to a broad audience in an appealing way, both verbally and visually

### Content

*No content available*

### Included in programme(s)

Facility Management, major International Facility Management  
International Facility Management exchange programme

### School(s)

School of Facility Management

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