

Course: Integrated Project Assignment 3

credits: 5

Course code	CIVP20IPA3	Modes of delivery	Lecture
Name	Integrated Project Assignment 3		Tutorial
Study year	2020-2021	Assessments	Integrated Project Assignment 3 Game - Other assessment
ECTS credits	5		IPA3 - Business Model - Other assessment
Language	English		
Coordinator	H.C. Kooi		

Learning outcomes

Competences:

- **SETTING A COURSE;** The Marketing professional maps out a marketing approach. He/she does this based on his/her vision, opportunities he/she identifies in the market and the long-term competitive advantage of the organisation where he/she works. Because he/she does not work within a vacuum, the Marketing professional is a bridge-builder who connects both knowledge and people.
- **CREATING VALUE;** The Marketing professional gives substance to the marketing approach by creating long-term value for both the client, the organisation and society. He/she does this based on an analysis of data and research, with the aim of gauging the client's actual behaviour. He/she is able to translate this analysis into an action plan.
- **BUSINESS DEVELOPMENT;** Via co-creation with stakeholders, the Marketing professional designs unique and/or innovative concepts and revenue models to optimise value for all relevant stakeholders. He/she anticipates and/or initiates change and gains the support of the stakeholders during the development process.
- **IMPLEMENTING;** Based on the developed concept, the Marketing professional produces a sustainable marketing product or sub-product or service for existing and potential stakeholders. The Marketing professional puts forward creative solutions, facilitates parts of the implementation process, shows perseverance and takes financial responsibility in order to achieve the desired commercial result together with internal and external parties. He/she secures stakeholders' commitment during implementation.

21st-century skills:

- Creativity
- Teamwork
- Initiative
- Perseverance
- Adaptability
- Communication
- Sense of responsibility
- Commercial awareness
- Leadership
- Curiosity
- Critical thinking

Learning Outcomes:

This course will be offered for the first time in academic year 2019-2020 and is currently in development. The learning outcomes of this course will appear on Blackboard before the start.

Content

Level:

Introduction

Content:

IPA 3 Goal & Structure

The goal of IPA 3 is to prepare you for starting your own business in IPA 4. In IPA 3, you will run a business in a virtual environment. You will also prepare a plan for the business that you will start in IPA 4.

IPA3 consist of 2 elements

- Digital marketing game "venture strategy bikes"
- Business plan as a preparation for IPA 4. (During Design Thinking & Entrepreneurship hours)

The Game: Venture Strategy - Bikes

For IPA 3 you will play with your team a virtual international marketing and management game combined with additional IPA assignments. In this game your team will start a virtual company, producing and selling bicycles, in an international market. Every week you play a "quarter", making decisions as to what to produce, where to sell, how to promote your products etc. etc. These decisions are uploaded into the game and will generate consequences for your company. Your results will be shown in a "Balance Score Card", which will show you how successful your company is compared to the other teams' companies. This happens every week, starting with quarter 1, finishing with quarter 6. You will have to explain your decisions in weekly meetings with your coach.

At the beginning of each quarter you will first see a "Microsimulation" which is relevant for that Quarter. This is an exercise to help you understand certain concepts that are important in the game.

Next to the game, there are weekly IPA assignments. The assignments are meant for team building and will help you to take well informed decisions. (See Blackboard folder Planning & Assignments)

Your IPA coach is the venture capitalist and will invest money in your company. You will need to be able to explain what you did with this investment. In the weekly team meetings with the coach, you will log into the game on the digiboard and explain the decisions your team has made. The coach will ask questions. Every team member is expected to be able to demonstrate the team's decisions and contributions during a weekly meeting with the coach. Every team member is expected to actively participate in the game and meetings. If a team member constantly under performs, he/she will be dismissed from the game.

At the end of the game you have to write a report your coach and a do a presentation for the Venture Capitalists. This report should provide an overview of all the decisions made in all six quarters of the game. You have to analyse, explain and defend your decisions. You also have to explain what went right and what went wrong, giving alternatives that could have improved your results. In the final meeting with the Venture Capitalists at the end of the block you justify to the VC how you invested their money and pitch for additional investments.

The Business Plan for IPA4 (Design Thinking and Entrepreneurship)

In the courses Design Thinking & Entrepreneurship you will generate ideas for your business in Block 4 and you will work them out in a Business plan. Details on the courses Design Thinking & Entrepreneurship are found in the Blackboard Course "Contents Block 3". These 2 courses are both part of IPA and contents and contain theory and an assignment.

Literature/study materials:

For the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course.

Included in programme(s)

Marketing Management

School(s)

School of Marketing Management and Financial Economic Management

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