

Course: Integrated Project Assignment 3

credits: 5

Course code	CIVP20IPA3	Modes of delivery	Lecture
Name	Integrated Project Assignment 3		Tutorial
Study year	2022-2023	Assessments	Integrated Project Assignment 3 Game -
ECTS credits	5		Other assessment
Language	English		IPA3 - Business Model - Other assessment
Coordinator	H.C. Kooi		

Learning outcomes

.Upon successful completion of this course students will be able to:

1. work together as a management team of a company
2. can set up a company strategy for a virtual company based
3. analyze and interpret the result of their company and make follow up decisions to improve the overall result of their company
4. report and analyze their results to their investor and to their coach and they can distinguish between the 2 roles.
5. able to define the steps of the design thinking process and their means and has the knowledge of methodologies that enhance creative thinking
6. identify a relevant target audience, customer segments and build a complementary persona and empathy map.
7. take all steps in the design thinking process and analyse the steps taken.
8. define a research question based on the empathy phase of design thinking and come up with a significant quantity of ideas (diverging phase). Through a selection process (converging phase) based on selection criteria the student selects at least 6 viable ideas to prototype and test at least one final prototype.
9. Understand and apply the workings of the Business Model Canvas and Customer Discovery to validate business models
10. define the steps of the design thinking process and their means and has the knowledge of methodologies that enhance creative thinking
11. identify a relevant target audience, customer segments and build a complementary persona and empathy map.
12. to take all steps in the design thinking process and analyse the steps taken.
13. The student can define a research question based on the empathy phase of design thinking and come up with a significant quantity of ideas (diverging phase). Through a selection process (converging phase) based on selection criteria the student selects at least 6 viable ideas to prototype and test at least one final prototype.
14. Understand and apply the workings of the Business Model Canvas and Customer Discovery to validate business models

Content

Level:

Introduction

Content:

The integrated project 3 consists of two elements.

The Game: Venture Strategy - Bikes

For IPA 3 the students will play a virtual international marketing and management game combined with additional IPA assignments. In this game the teams will start a virtual company, producing and selling bicycles, in an international market. Students will report to a venture capitalist which will invest money in the student's company. The students will need to be able to explain what they did with this investment.

Design Thinking

How to find that customer need? How to solve that specific problem? What exactly is the problem? In a 2-day intensive hackathon, you will answer these questions using the technique of Design thinking. This will also be the preparation for block 4, where you will be able to show your entrepreneurial skills!

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 Business, Marketing and Finance

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