Course: Business

credits: 5

Course code	CMVB22DPL3
Name	Business
Study year	2023-2024
ECTS credits	5
Language	English
Coordinator	C.J.A.C. Kox
Modes of delivery	Lecture Practical / Training Project-based learning
Assessments	Business - Other assessment

Learning outcomes

- You act and performs within a team and exploits that the diversity therein.
- You are proficient in complex communication methods and can explain the added value of an innovation or product.
- You analyze new market developments, within the organization or the domain of technological possibilities.
- You use your network for the purpose of gaining specific knowledge and achieving goals.
- You apply the principles of business planning in the production and (commercial) exploitation of innovative products / services.

Content

This course is designed to provide students understanding of identifying and creating business opportunities in complex environments under conditions of uncertainty and apply this knowledge based on a selfchosen case in the form of a startup team. In this course students will develop their entrepreneurial attitude, increase their business knowledge and skills, learn to work in multidisciplinary teams and develop relations external stakeholders.

Included in programme(s)

Minor Digital Product Lab
Minor Digital Product Lab

School(s)

School of Communication, Media & IT

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