Course: Preparation for Professional Product — credits: 5

Course code	UTVM25PPP1C
Name	Preparation for Professional Product
Study year	2025-2026
ECTS credits	5
Language	English
Coordinator	P.M. Duarte de Almeida

Modes of delivery
Lecture
Tutorial

Assessments

Learning outcomes

By developing and writing the proposal to achieve the Professional Product, the student will show the ability to:

- CLO1: Identify, develop and describe an organisational problem or opportunity suitable for a master level assignment in the field of (international) business and/or management (PLO1, PLO5).
- CLO2: Develop, define and agree with the organisation the desired outcome (“what does good look like”) of the Professional Product (PLO3, PLO5).
- CLO3: Design and describe a targeted and well-motivated business- or management consultancy and change management approach and design the methodology including project planning and risk management that will deliver the upfront desired outcome with the organisation (PLO4, PLO5)
- CLO4: Design, describe and motivate quantifiable master-level personal learning objectives the fulfilment of Professional Product expect to have on the student and a means to evaluate those (PLO8).

Content

Strategic Focus Areas: Entrepeneurship and Global Mindset

- The MIBM Proposal for Professional Product will give students the opportunity to explore and integrate in length aspects of theories, methods, knowledge and skills, given along the first semester of the MIBM program. The combination of that specific content with approaches and professional practice techniques and skills addressed in this course, will create the relevant content and educational process of the Proposal for Professional Product course. This proposal is to be executed in course Professional Product that students will do in semester 3 (P1/P2 of year 2).
- The student will be exposed to knowledge, multiple techniques, methods and procedures on business- and management consulting, project/program-, risk- and change management aimed at successfully delivering the Proposal for Professional Product.
- Students will deliver a proposal on how to solve a problem or exploiting an opportunity of an organizational addressing the topics mentioned before as well as realizing personal development and the intersection between them (Action Learning). Students will develop a plan on how they will gather and interpret data by using appropriate methods and tools aimed at aimed at successfully delivering of the Professional Product.
- The personal development is to be made quantifiably and measurable by a section of the proposal (Personal Development section).
- The student’s proposal need to be thorough, rigorous and well organized and involve undertaking systematic activities. Therefore, students have to use appropriate methods to systematically collect and interpret data, argue why the results obtained are meaningful and relevant for both the organization at hand as for personal development of the student.
- The deliverable of this course is a Proposal for Professional Product.

This course contributes to the following SDG’s: 4, 8 & 9.

Included in programme(s)

International Business and Management

School(s)

International Business School

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