Course: Development — credits: 5

Course code	FMVB22DEV
Name	Development
Study year	2026-2027
ECTS credits	5
Language	Dutch, with parts in English
Coordinator	J.M. Kuipers
Modes of delivery	Tutorial
Assessments	Development - Computer, organised by STAD examinations

Learning outcomes

Marketing

1. The student will analyse the market environment at the macro, meso and micro level and on that basis will develop a marketing strategy, with hospitality experience as the guiding principle (7)

1. The student will make use of the Business Model Canvas to give the marketing strategy concrete form and structure the service provision process (7,8)

Quality

1. The student will use various quality models and tools to implement and guarantee the future quality of service provision according to a front office/back office structure (7, 8, 9)

CSR

1. Identifies CSR developments and places these in a historical context(9)

1. Distinguishes and analyses conflicting CSR interests of the various stakeholders. (9)

1. Is capable of formulating ethical arguments in the area of sustainability, hospitality and health which play a role in CSR change processes in the context of facility services (9)

Content

Marketing

The Marketing sessions provide the theoretical background to the Business Model Canvas in the context of Facility Management. In the seminars, the operation of the model, among other things, will be explained, and personas and hospitality concepts will be covered. The sessions support the central project and are evaluated in written form on the basis of case study questions.

Quality of services

You will learn the basics of a quality mindset with the aid of quality models and standards. You will also learn how these models and norms can be applied in practice to guarantee the sustainability, healthfulness and hospitality of a service. The sessions support the central project and are evaluated in written form on the basis of case study questions.

Corporate Social Responsibility

Society is placing increasingly high demands on organisations when it comes to their dealings with employees, customers and the environment.
Companies and organisations take this into consideration by means of Corporate Social Responsibility (CSR). In so doing, the organisation takes the 3 Ps of CSR into account in all of its activities: People, Planet, Profit. Attention will be paid to the reasons for CSR, to CSR and the market and to CSR reports. The sessions support the central project and are evaluated in written form on the basis of case study questions.

Included in programme(s)

Facility Management

School(s)

Arts, Design & Built Environment

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