Hanze

Exchange-programme

Qualification awarded
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Length of the programme
6 months

ECTS credits
30

Level of qualification
Bachelor

Mode
Full-time

Language
English

School
School of Communication, Media & IT

Locations
Groningen

Minor Digital Product Lab

Profile of the programme

During the minor Digital Product Lab students are going to work in multidisciplinary teams to develop and market a digital / ICT related product. Students will work in a team and based on the agile principles of product development.

During this minor students will be supported by their coach and there will be given additional workshops on ICT and CMD related topics. The second component that students will get to know is the business component. Questions like 'what is your market?' and 'who is your target group?' will be answered during workshops and coaching.

Learning outcomes

A1) The CMD professional can understand, describe and contextualize the problem context.

A3) The CMD professional acquires the necessary knowledge from the domain, seeks out relevant theories, analyses new technological developments and has a clear understanding of their problem-solving potential.

B2) The CMD professional is capable of generating a creative concept for a digital interactive product on the basis of acquired knowledge, independently generated ideas and the relevant problem context.

C1) The CMD professional elaborates digital interactive prototypes from ‘low-fidelity’ to ‘high-fidelity’, using prototype development methods and techniques.

C2) The CMD professional applies acquired knowledge of man-machine interaction in the prototype.

D1) The CMD professional evaluates whether the product/service can achieve the intended goal over the course of the design process.

E1) The CMD professional operates and performs within a team and uses the team's diversity to his/her advantage

E2) The CMD professional's attitude is based on respect for others (ethical awareness and intercultural skills).

F1) The CMD professional is capable of planning, implementing, monitoring, managing (time, budget, information, quality, feasibility) the design process, estimating success and risk factors and providing information on the progress of the design process.

G: The CMDer is proficient in complex communication methods and can explain the added value of an innovation or product.

J1: The CMDer analyzes new market developments, within the organization or the domain of technological possibilities.

J2 : The CMDer uses his network for the purpose of gaining specific knowledge and achieving goals.

J3: The CMDer applies the principles of business planning in the production and (commercial) exploitation of innovative products / services.

H1) The CMD professional manages his/her own development: displays self-knowledge (is aware of own strengths, weaknesses and motives), is capable of formulating learning needs, can reflect on and take responsibility for his/her own actions and manages the own learning process.

I1) The CMD professional develops an investigative mindset: he/she is inquisitive, pro-active, open, critical, focused on gaining greater insight, willing to see things from different perspectives, willing to refrain from judgement and critically assess routines, can appreciate knowledge, and is eager to share insights with others.

Programme

Minor Digital Product Lab	**credits**
Minor Digital Product Lab	30
▯ CMVB19DPL1 - Product Prototype	*10*

- CMVB19DPL2 - Product MVP *10*
- CMVB22DPL3 - Business *5*
- CMVB22DPL4 - Deepening *5*

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