

Vak: Project development of services

credits: 4

Vakcode	IFVB18DNSPOD	Werkvormen	Werkcollege
Naam	Project development of services	Toetsen	Project development of services - Opdracht
Studiejaar	2019-2020		
ECTS credits	4		
Taal	Nederlands		
Coördinator	CONVERSIE		

Leeruitkomsten

Main learning outcome

Converts innovative Facility-related ideas into a consistent business model and tests it in the market with a view to value creation, and markets the start-up to all stakeholders in an appealing way using conventional and contemporary media in order to convey the added value of the product or service.

The student:

- demonstrates a new product/service for their start-up using innovation theories
- investigates trends and developments related to their idea at the macro and meso level
- applies the theory of the Business Model Canvas to their concept, incorporating marketing, legal, financial and CSR aspects
- presents the results to a broad audience in an appealing way, both verbally and visually

Inhoud

The student will work in a group on the project assignment for developing a new service. The student will be inspired and informed by a client who shares various facility problems and issues. A condition for the development of the service is, that it must also contribute to sustainability. A coach will support the group on a weekly basis. The student also gains knowledge and support during other courses offered in the block.

Opgenomen in opleiding(en)

Facility Management, major International Facility Management
International Facility Management exchange programme

School(s)

Instituut voor Facility Management