

## Vak: Know Your Business

credits: 3

<b>Vakcode</b>	CMVB18BUS1	<b>Werkvormen</b>	Werkcollege
<b>Naam</b>	Know Your Business	<b>Toetsen</b>	Know Your Business - Overige toetsing
<b>Studiejaar</b>	2022-2023		
<b>ECTS credits</b>	3		
<b>Taal</b>	Nederlands		
<b>Coördinator</b>	J.R.H. Boerlage		

### Leeruitkomsten

A2: The student collects and analyzes the wishes and needs of users and stakeholders in a structured complex context.

J1: The student analyzes new developments and opportunities in the market, within the organization or in the field of technological possibilities.

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

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

### Inhoud

Within 'know your business' you get started with the business side of product / service development. You start thinking about the value you create for potential customers.

By designing a proposition you enter the conversation with various stakeholders to determine what your own added value is. In a number of lectures you will work on different models to apply them within your own unique context. In conclusion, you will indicate with a pitch how you have increased the value of the product / service in an iterative way. In an individual assessment you show what your personal contribution has been to the whole.

### Opgenomen in opleiding(en)

Communication & Multimedia Design, Major Game Design

### School(s)

Instituut voor Communicatie, Media & IT

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