

Vak: Control Your Business

credits: 3

Vakcode	CMVB18BUS2	Werkvormen	Werkcollege
Naam	Control Your Business	Toetsen	Control Your Business - Overige toetsing
Studiejaar	2022-2023		
ECTS credits	3		
Taal	Nederlands		
Coördinator	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

As a follow-up to the course 'know your business' you go a step further in developing the business side of your idea / product / service. This requires good organization, management and an appropriate marketing approach. A thorough financial elaboration of the plans is also indispensable. You make your own business planning, develop and test a marketing campaign and work out a financial overview of your plans. You will not only do this within the classroom, but you will also experience a lot outside. By attending events and making contacts, you can further develop your skills. In conclusion, you will show the results of your efforts with a pitch. In an individual assessment you show what your personal contribution has been to the whole.

The student:

applies knowledge of business planning to his / her own business situation

applies knowledge of marketing to his / her own business situation.

applies knowledge of finance to his / her own business situation. expands his / her professional network in a relevant way.

Opgenomen in opleiding(en)

Communication & Multimedia Design, Major Game Design

School(s)

Instituut voor Communicatie, Media & IT

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