

## Vak: Project development of services

credits: 4

<b>Vakcode</b>	IFVB18DNSPOD	<b>Werkvormen</b>	Werkcollege
<b>Naam</b>	Project development of services	<b>Toetsen</b>	Project development of services - Opdracht
<b>Studiejaar</b>	2020-2021		
<b>ECTS credits</b>	4		
<b>Taal</b>	Nederlands		
<b>Coördinator</b>	M. Bouman		

### 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

### School(s)

Institute of Future Environments