

IFM year 2: Course units International Facility Management 2018-2019

CODE	Course name: period 1: 10-09-2018 / 19-11-2018 (incl. exams)	ECTS
2.1 IDNS	<p>Development of New Services MAIN LEARNING OUTCOME: The student has an entrepreneurial mind-set and applies innovative knowledge and skills to a service concept based on a detailed business model.</p>	(15)
IFVB18DNSPRO	<p>Service Development Project <i>Main Learning Outcome:</i> The student 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. <i>Learning outcomes. The student:</i></p> <ul style="list-style-type: none"> - 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 	4
IFVB18DNSMKT	<p>Marketing: Exam <i>Main Learning Outcome:</i> The student Interprets the business model from a marketing perspective. <i>Learning outcomes. The student:</i></p> <ul style="list-style-type: none"> - explains and gives examples of and accompanying a marketing strategy - explains and gives examples of the internal and external environment of an organisation - derives a strategy from the environmental analysis - gives examples of the segmentation and positioning strategy of an organisation, including personas - understands, explains and gives examples of the marketing mix (services, online) - explains the theory of a Business Model Canvas 	3
IFVB18DNSMVO	<p>Corporate Social Responsibility (CSR) <i>Main Learning Outcome:</i> The student Interprets the business model from a CSR perspective. <i>Learning outcomes. The student:</i></p> <ul style="list-style-type: none"> - names CSR developments and places them in a historical context - describes a stakeholder-inclusive model - identifies the conflicting interests of the various stakeholders, analyses these and reaches a well-informed decision - analyses and reviews CSR policy and guidelines - draws up new perspectives on CSR 	2

CODE		ECTS
2.1 IDNS	Development of New Services (cont'd)	
IFVB18DNSFIM	<p>Financial Management 2: Exam</p> <p><i>Main Learning Outcome:</i> The student Interprets the business model from a financial perspective.</p> <p><i>Learning outcomes. The student:</i></p> <ul style="list-style-type: none"> - draws up a simple investment and finance budget and an opening balance sheet based on data that they have collected - names the components of the financial statements (balance sheet, income statement and cash flow statement) on the basis of complex information, explains the differences between income and revenue or costs and expenditure, and describes the impact of business decisions on these financial statements - uses financial statements to calculate various ratios and the leverage effect of the asset structure, and makes links between them - uses the various investment selection methods (without time preference) to calculate the financial added value of the investment for the organisation, applying relevant depreciation methodologies, and indicates the economic life of the investment - calculates the cost price of a product and/or service (including wage costs) on the basis of complex information and with the aid of various methods, and puts forward proposals for determining the selling price with the aid of both cost-oriented and customer-oriented pricing methods - recognises and calculates price variance, capacity usage variance and quantity variance, interprets them and links them to improvement actions 	3
IFVB18DNSREC	<p>Law: Exam</p> <p><i>Main Learning Outcome:</i> The student interprets the business model from a legal perspective.</p> <p><i>Learning outcomes. The student:</i></p> <ul style="list-style-type: none"> - names and explains the basic rules of corporate law, and solves a simple, structured legal case using these basic rules - names and explains the basic rules of competition law, advertising law and law relating to unfair trading practices, and solves a simple, structured legal case using these basic rules - names and explains the basic rules of intellectual property law, and solves a simple, structured legal case using these basic rules - names and explains the basic rules of sales contracts, general terms and conditions, and transfer of ownership, and solves a simple, structured legal case using these basic rules - names and explains the basic rules of employment law, and solves a simple, structured legal case using these basic rules - names and explains the basic rules of liability law with regard to tort, and solves a simple, structured legal case using these basic rules - names and explains the basic rules of liability law and product liability, and solves a simple, structured legal case using these basic rules - names and explains the basic rules of bankruptcy law and the right of recovery, and solves a simple, structured legal case using these basic rules 	2
IFVB18DNSACP	Academic Career Planning 3: N/A for exchange	4
	Total	14