



Value Proposition Design	
Name course:	Value Proposition Design
Period:	International Business Consultancy (Y4:13/14)
Cluster within IBC program:	Strategic Design
Study load:	4 ECTS/ 112 hours
Lecturers:	Bas Könemann Bertil van Woezik

Content course	
Course description	<p>'If this course was a menu, it would be the chef's special surprise menu' in which thinking without a box is a key element.</p> <p>The course will appeal to the student's capability to design new value propositions and related business models, using their own personal context as a source of inspiration, and taking multiple stakeholder perspectives into account. The course offers the context for the process; the content and programming is to be generated by the students themselves.</p>

Core competences and learning objectives	
Strategic Management Problem recognition Diagnosis Change	<p>The student is able to:</p> <ul style="list-style-type: none"> ▪ Create value propositions & business models ▪ Prototype and develop a value generating project ▪ Involve multiple stakeholders into the development of the project ▪ Develop a personal signature in the value creation process ▪ Create viable exhibits of a value generating project. <p>Skill related objectives will reveal themselves during the course.</p> <p>Course motto: 'be your own leader'.</p>



General course information	
Required previous knowledge	None specific; student performance will depend on personal leadership, attitude and dealing with uncertainty.
Recommended literature	Student will be asked to come up with their own recommendations.
Way of working	There's no predefined structure, however students will have to discover new ways of working during the value creation process. Required attitude therefore: open minded, entrepreneurial, daring to embrace the unknown, not afraid to make mistakes, self deprecating.
Exam	Assessment based on multiple observations during the course (skills) and final exhibition.
Caesura	A final score of 5,5 or higher leads to passing the course and receiving the related 4 ECTS.
Retake exam	The retake of the exam is scheduled at the end of the semester. This is usually two or three weeks after the first exam week.

