

Course summary			
VOE Code: JOUMMIE.PA.01			
ECTS credits: 5EC Level: Bachelor's degree (full-time)			
Course Title	Media Innovation English – Problem Analysis		
Type	compulsory		
Learning competences			
Learning outcomes	<p>Learning objectives:</p> <ul style="list-style-type: none"> - The student can identify, analyse and substantiate a problem that occurs within a specific target group. - The student knows how to find written, digital and verbal sources using different search strategies. He knows how to access and use those sources. - The student can analyse a subject in depth. He can see what information is still missing and can uncover new facts and/or make new connections. - The student can identify the players and factors involved in a problem on the basis of research. This means he can characterize those players and explain their roles, interests and needs. - The student can formulate recommendations for the concept to be developed on the basis of the problem analysis. - The student can distinguish between major and minor issues, select, organize and summarize information. 		
Course content	In the problem analysis, the student looks for the answer to a research question that fits the problem he wants to solve with his team. The student does literature research and collects his own findings. In his conclusion, he presents concrete recommendations for developing the concept.		
Planned learning activities and teaching methods	Lectures, presentation, workshops, coaching, field work		
Recommended or required reading and other learning resources / tools	<p>Laptop. Telephone. Subject related literature.</p> <p>Mandatory book: <i>Testing Business Ideas</i> by David J. Bland & Alex Osterwalder, 2019 or newer</p>		
Prerequisites and co-requisites	<i>students preferably are at least in the third year of their study</i>		
Level	Bachelor		
Grading scale	1 up to 10, 1 dec.		
Assessment methods and criteria	Type of assessment	Grade weighting	Criteria
	Portfolio	1	Higher or equal to 5.5
Language of Instruction	English		
Name of lecturer	For information about the lecturers you can contact Marijke van den Berg mg.vanden.berg@windesheim.nl		
Mode of delivery	Face to face, e-coaching		

Met opmerkingen [MBvd1]: Aangepast er stond bachelor, maar is gevorderd (tenzij dit internationaal bachelor is?) Zie eerdere opmerking

Course summary

VOE Code: JOUMMIE.IMC.01

ECTS credits: 10EC Level: Bachelor's degree (full-time)

Course Title	Media Innovation English – Innovative Media Concept		
Type	Compulsory		
Learning competences			
Learning outcomes	<p>Learning Objectives:</p> <ul style="list-style-type: none"> - The student can explain a concept and all its facets using the <i>Business Model Canvas</i> and the <i>Value Proposition Canvas</i>. - The student can formulate a definition of what media innovation entails and knows how to apply this to the development of a concept. - The student knows the difference between desirability, feasibility and viability of a concept. He can estimate the business opportunities of the concept based on research. - The student can formulate relevant hypotheses for a concept based on the Business Model Canvas. 		
Course content	Being a group member the student delivers a clear description and substantiation of the group's concept at the end of the first study period. He explains the value proposition and the BMC, substantiates the innovative character, analyses the competition and presents a concrete plan to test and further develop the concept in the second study period.		
Planned learning activities and teaching methods	Lectures, presentation, workshops, coaching, field work		
Recommended or required reading and other learning resources / tools	Laptop. Telephone. Subject related literature. Mandatory book: <i>Testing Business Ideas</i> by David J. Bland & Alex Osterwalder, 2019.		
Prerequisites and co-requisites	<i>students preferably are at least in the third year of their study</i>		
Level	Bachelor		
Grading scale	1 up to 10, 1 dec.		
Assessment methods and criteria	Type of assessment	Grade weighting	Criteria
	Portfolio	1	Higher or equal to 5.5
Language of Instruction	English		
Name of lecturer	For information about the lecturers you can contact Marijke van den Berg mg.vanden.berg@windesheim.nl		
Mode of delivery	Face to face, e-coaching		

Course summary

VOE Code: JOUMMIE.PF.01

ECTS credits: 10EC Level: Bachelor's degree (full-time)

Course Title	Media Innovation English – Product Portfolio		
Type	Compulsory		
Learning competences			
Learning outcomes	<p>The following learning objectives follow from the HBO standard:</p> <ul style="list-style-type: none"> - The student can explain a concept and all its facets using the Business Model Canvas and the Value Proposition Canvas. - The student can prove or reject hypotheses based on experiments and can articulate his/her choices and the idea behind these methods. - The student knows the difference between desirability, feasibility and viability of a concept. He can estimate the business opportunities of the concept based on research. - The student has knowledge of possible revenue models and can determine whether these are suitable for the concept and can substantiate this choice. - The student is able to give a complete and substantiated overview of activities carried out. - The student demonstrates awareness of his professional and personal qualities and limitations and his consequent potential role in teamwork. - The student shows commitment and reflects on this, meets deadlines, can deal with setbacks, welcomes ideas and feedback and gives constructive feedback to others. 		
Course content	As a group member, the student substantiates the value proposition and business model canvas on the basis of research and tests executed. The student reflects on his own contribution to the development, on own learning goals and the collaboration within the group. All the work done during the first and second study periods come together in this assignment.		
Planned learning activities and teaching methods	Lectures, presentations, workshops, coaching, field work		
Recommended or required reading and other learning resources / tools	Laptop. Subject related literature. Mandatory book: <i>Testing Business Ideas</i> by David J. Bland & Alex Osterwalder, 2019.		
Prerequisites and co-requisites	students preferably are at least in the third year of their study		
Level	Bachelor		
Grading scale	1 up to 10, 1 dec.		
Assessment methods and criteria	Type of assessment	Grade weighting	Criteria
	Portfolio: Group Assignment	0,5	Higher or equal to 5.5
	Portfolio: Individual Assignment	0,5	Higher or equal to 5.5
Language of instruction	English		
Name of lecturer	For information about the lecturers you can contact Marijke van den Berg mg.vanden.berg@windesheim.nl		
Mode of delivery	Face to face, e-coaching		

Course summary

VOE Code: JOUMMIE.ER.01

ECTS credits: 5EC Level: Bachelor's degree (full-time)

Course Title	Media Innovation English – Evaluation Report		
Type	compulsory		
Learning competences			
Learning outcomes	<ul style="list-style-type: none"> - By means of a substantiated analysis of strengths and weaknesses the student can describe the quality of an invented concept, in terms of clarity and originality of the idea and its usefulness for the chosen problem and target group. - The student knows the difference between desirability, feasibility and viability of a concept. He can estimate the business opportunities of the concept based on research. - The student can formulate recommendations and actions for adaptation and further development of the concept on the basis of experiments. - The student can formulate a definition of what media innovation entails and knows how to apply this to the development of a concept. 		
Course content	The student writes an evaluation report on the group's concept, analysing the value proposition and the Business Model Canvas and providing concrete recommendations for the future.		
Planned learning activities and teaching methods	Lectures, presentation, workshops, coaching, field work		
Recommended or required reading and other learning resources / tools	Laptop. Telephone. Subject related literature. Mandatory book: <i>Testing Business Ideas</i> by David J. Bland & Alex Osterwalder, 2019.		
Prerequisites and co-requisites	students preferably are at least in the third year of their study		
Level	Bachelor		
Grading scale	1 up to 10, 1 dec.		
Assessment methods and criteria	Type of assessment	Grade weighting	Criteria
	Portfolio	1	Higher or equal to 5.5
Language of Instruction	English		
Name of lecturer	For information about the lecturers you can contact Marijke van den Berg mg.vanden.berg@windesheim.nl		
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