

COMPONENT DESCRIPTION – BD4

PROGRAMME

3 Year Enterprising Leadership Programme

COMPONENT

Business Design 4 – Sustainability and Impact

SEMESTER

Semester 6 “FINAL PROJECT”

DOMAIN

Business Design

DESCRIPTION

The component provides the student with the opportunity to test out and execute the Final Project through all of its phases, from idea to realisation. The student will demonstrate and communicate the project concept: deliverables, results and findings from testing and experimentation, and the value and impact created. The executed concept, methodology, process and learning are all taken into assessment of the Final Project and are seen as tightly interrelated and interdependent. The Final Projects are solved individually or in groups.

DURATION

7 weeks

ECTS

10

PREREQUISITES

Semester 5

LEARNING OUTCOMES

The ability to synthesise and combine all of the findings from the research design and synopsis into a coherent

concept.

The ability to design and deliver a concept, from an understanding of holistic value creation.

The ability to evaluate and assess the value and impact of the concept with all relevant project stakeholders.

The ability to scope a project concept.

The ability to apply and develop the learning routine, created for the research design assignment.

The ability to create meaningful and relevant concepts and solutions, based on an understanding of needs and opportunities, that create value for the client/user, customer or other communities and stakeholders.

The ability to view and consider and communicate multiple forms value, benefits, and impact including: social/cultural, economic/institutional, and ecological.

The ability to assess and plan for, and secure the continued and future impact and value of the concept, beyond the project period.

The ability to form an effective support system of advisors, mentors and guides around him/her and his/her project.

The ability to form and maintain a healthy and effective constellation of collaborators to support the development of the concept and the project, overall.

The ability to create clear agreements, to foster open communication, and the ability to resolve conflicts.

The ability to experiment, make adjustments and respond to change.

The ability to learn independently.

The ability to make sense of, and act effectively within ambiguous situations, and uncertainty.

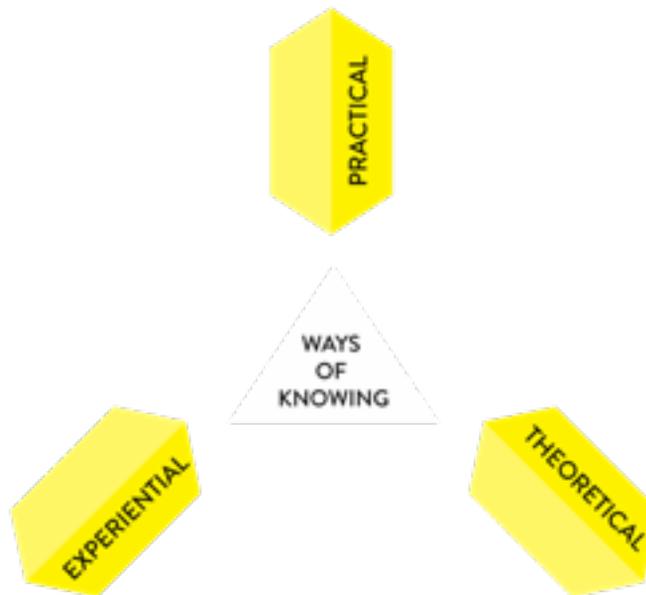
The ability to reflect on, make sense of and communicate the concept, process/methodology and learnings.

The ability to build a platform for one's future.

LEARNING & TEACHING STRATEGY

The learning process that the students carry out in their work and assignments is called Creative Inquiry. It is a process that is intended to be holistic, that involves exploration, creation and reflection and includes three ways of knowing and learning:

- Conceptual and theoretical knowledge
- Methodological and practical knowledge
- Phenomenological and experiential knowledge



The component is organised around the team's multiple assignments, with particular focus on creating a team-wide project that creates value, within the local context. The students explore through lectures, self-study, guidance and practical work on collaborative assignments.

The component is organised around the student's Final Project. Theory and methodology from previous components are applied through self-study, guidance and field-work, Project work and report & exam evaluation.

MARKING CRITERIA & ASSESSMENT

The student delivers a written report (40 pages + appendix) and delivers an oral presentation. They are weighted equally. An examiner, a public censor and a subject-specific censor assess the project.

The KaosPilot competence model forms the basis for the assessment strategy. Overall, it is the student's ability to master a given project that is assessed. The assessment is informed by the ELP framework.

REALIZATION

Full time study. A minimum of 11 weeks of independent work, preparing and developing a final project. A maximum of 5 hours of guidance will be provided up until 4 weeks before the final report is due. It is divided in the following ways: 1 hour for synopsis, 1 hour for syllabus* and 3 hours for project guidance.

*Required syllabus is minimum 1500 pages that is sent to the examiner at the latest 3 weeks before the submission date for the written project description.

COMPULSORY READING

The students shall prepare their own syllabus of 1500 pgs., based on the fields they are working within, and the concept they are creating.