

Design and Entrepreneurship

Get your project!

Second semester 2019, fourth year students
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Get your project!

Year: 3
Duration: Seven weeks
Study load 28 hours
Credits: 1 European Credit for professional experience
Education form: Interdisciplinary (ASL) (introductions and plenary closure)
Disciplinary (group sessions)

Organisation Nico van Bockhooven (Educational framework and contact person AvB)
Thijs Meijer (Educational framework and coordination)

Teachers	Thijs Meijer	Meijer&Co	introductions Seminar guide A
	Frans Boots	Frans Boots Ruimtelijk Advies	introductions Guide seminar L/S
	Mariana Idiarte	Mariana Idiarte Business Consultant	Introductions
	Martin Fredriks	LeMartin	introductions Guide seminar A
	Ad Bogerman	Ad Bogerman Architect	Guide seminar A
	Menno Moerman	Inbo architecten	Guide seminar S/L
	Geurt Holdijk	House of Architects	Guide seminar A

Introduction The 'Design and Entrepreneurship' lecture series serves as a theoretical support for professional experience. The series is specifically focused on the process aspect of the work of the architect (=A/U/L), in contrast to substantive aspects, such as aesthetics, technique, rules, etc.

Many of the business aspects of the design profession are rarely discussed among students in practice. A fully completed acquisition process, with all aspects of contract formation, does not occur often in the daily practice of many bureaus. Moreover, project team members rarely have responsibilities in that process, or they are hardly involved in it at all. Furthermore, skills related to project-based work are not common knowledge or they are not passed on in a targeted way. Through this lecture series, we pass on knowledge to students about entrepreneurship in practice and we ensure they demonstrably satisfy the attainment targets of the Dutch Architects Registration Bureau (*Bureau Architectenregister*, BA) in this regard.

Skills and Learning Outcomes The lecture is structured around the learning outcomes of the external curriculum. The lecture is aimed at fourth-year students. The level to be obtained is the final level that may be expected of an Academy student and which is required by the BA in this field as final level for registration in the register of architects.

The professional qualifications (see the external curriculum) which are dealt with are: positioning, organising, interpersonal skills, communication and entrepreneurship, with explicit emphasis placed on the skill of entrepreneurship. The lecture paints a picture of the different roles of the architect and gives grounds for determining one's own position in the field. The lecture ties in with both the ambition of the students who would like to be self-employed, as well as students who would like to have or take responsibility for office management or project management within a bureau.

Content The introductions focus on the business aspects of the design field and makes a distinction between three phases with accompanying subjects:

1. Acquisition phase Includes, among other things, acquisition strategy, selection procedures, company identity, positioning, different roles of the architect, the client, communication.
2. Contract phase Includes, among other things, various forms of selection, the tender, general terms and conditions, legal preconditions, negotiating, calculating fees. Drawing up the tender.
3. Project phase Includes, among other things, basic principles of project management. Practical guidelines for organising a project and managing time, money and quality. Drawing up the project plan.

Introductions The introductions are jointly held for Architecture, Urbanism and Landscape architecture, knowledge is offered that will be partly used in the seminars.

Seminars During the seminars, students simultaneously work on two assignments: drawing up a tender and drawing up a plan of action based on a realistic project. Work is carried out in groups of three students during these seminars, with students consulting each other and the supervisors. It is also expected that a certain amount of time will be spent on completing the assignment outside of the seminars at home.

Final session During the last session, the products are presented and discussed, and the lecture series is evaluated.

Procedure/ working method	<p>The module consists of seven meetings. In the first meeting is an introduction on positioning and acquisition by Mariana Idiarte.</p> <p>The next 5 meetings are partly theoretical introductions by Thijs Meijer, Martin Fredriks and Frans Boots followed by seminars led by the former three and Ad Bogerman and Menno Moerman.</p> <p>The last meeting is a wrap up with presentations of the results</p> <p>You will work in groups of 3 to 4 students, mixed A/S/L if possible. The Academy makes the group classification</p>
Literature	<p>There is a vast amount of literature on project and design management. Recommended standard works are:</p> <ul style="list-style-type: none"> - Gardner, I. (2015) Achieving Successful Construction Projects: A Guide for Industry Leaders and Program Managers. New York (USA): Routledge - Project Management Institute (2015) PMBOK Guide. A Guide to the Project Management Body of Knowledge. 5th edition.
Results	<p>The result is a (financial) offer based on a fictitious but reality-based request for advisory work for the design and execution of a slow traffic bridge. The offer is presented the last meeting.</p> <p>This document is also part of the practical documents of the fourth year.</p>
Study load	<p>The total study load for the course is 28 hours for attendance during the course, individual preparation (input for the meetings) and to finalize the document.</p>
Assessment / grading	<p>The assessment is based on the active contribution of the students during the meetings and on the quality of the final result. Attendance to all seven meetings is mandatory. The study credits (1 ECTS) counts in the fourth year and belong to the credits of the professional experience</p>

PROGRAM overview

Location: Academy of Architecture Amsterdam

Dates	1	Monday 4 February 19.30 – 22.30 Introduction explanation Introduction	Introduction positioning and acquisition Explanation of the assignment Nico van Bockhooven Frans Boots Mariana Idiarte
	2.	Monday 11 February 19.30 – 22.30 Introduction Guides seminar	Introduction project management seminar Thijs Meijer Thijs Meijer, Frans Boots, Martin Fredriks, Menno Moerman, Ad Bogerman
	3.	Monday 18 February 19.30 – 22.30 Introduction Guides seminar	Introduction quality and organization seminar Thijs Meijer Thijs Meijer, Frans Boots, Martin Fredriks, Menno Moerman, Ad Bogerman + Geurt Holdijk
	4	Monday 25 February 19.30 – 22.30 Introduction Guides seminar	Introduction time and information seminar Thijs Meijer Thijs Meijer, Frans Boots, Martin Fredriks, Menno Moerman, Geurt Holdijk
	5	Monday 04 march 19.30 – 22.30 Introduction Guides seminar	Introduction money and risk seminar Thijs Meijer Thijs Meijer, Frans Boots, Martin Fredriks, Menno Moerman, Geurt Holdijk
	6	Monday 11 march 19.30 – 22.30 Guides seminar	Seminar Thijs Meijer, Frans Boots, Martin Fredriks, Menno Moerman, Ad Bogerman
	7	Monday 18 march 19.30 – 22.30 Tutors	Final presentations Thijs Meijer, Frans Boots, Martin Fredriks, Menno Moerman, Ad Bogerman, Geurt Holdijk, Nico van Bockhooven



PROGRAM by day

1 Monday 4 februari 19.30 – 22.30

Theme Introduction. Positioning and acquisition, explaining of the assignment

Input Read the reader and the assignment and prepare your questions.

Introduction All designers (architects, urban designers and landscape architects) should be aware of their position in the professional field. If you know who you are, what kind of designer you are / want to be you can effectively acquire assignments or the job that you want.

Program 19:30 – 19:40 Short introduction of the practice module. Nico van Bockhooven

19:40 – 21:30 Introduction in positioning and acquisition by Marianne Idiarte

21:30 – 21:45 break

21:45 – 22:15 Explanation of the assignment by Frans Boots

22:15 – 22:30 Question time

Result Understanding off the assignment

2 Monday 11 februari 19.30 – 22.30

Theme Project management, first seminar

Input

Introduction The multidisciplinary project organization is probably the main context in which the design project needs organization. Project teams can vary from very small –a client, the designer and a contractor- to extremely big. The client is the key player in this field. Starting from the client perspective you will also look into a broader stakeholder analysis. In the third year you have had an introduction of project management by Alijd van Doorn. This evening We will repeat shortly and from the perspective of another tutor, Thijs Meijer, some general information about project management.
After this introduction we split up in groups to work on the assignment and



consult the guides and discuss with them the assignment and the relation with project management.

Program 19:30 – 20:20 General introduction by Thijs Meijer
20:20 – 20:30 Short break
20:30 – 22:00 Group sessions
22:00 – 22:30 Closing session. Discussion about the most bespoke issues of the evening

result First analyses of the assignment, dividing tasks and roles

3 Monday 18 February

Theme quality and organization, second seminar

Input First ideas of the group for the assignment to discuss during the seminar
Team analysis (spider scheme) based on Lencioni.

Introduction What is quality, and do all involved parties think the same about quality. What is the relation between your organization and quality?

Program 19:30 – 20:20 General introduction Thijs Meijer
Experience from practice by other tutors
20:20 – 20:30 Short break
20:30 – 22:00 seminar
22:00 – 22:30 Closing session. Discussion about the most bespoke issues of the evening

Result First steps of project organization related to the assignment

4 Monday 25 February

Theme Time and information, third seminar

Input

Introduction Introduction about Time and information

Program 19:30 – 20:20 General introduction Thijs Meijer

	Experience from practice by other tutors
20:20 – 20:30	Short break
20.30 – 22.00	seminar
22:00 – 22:30	Closing session. Discussion about the most bespoke issues of the evening

Result First steps of quality and organisation related to the assignment

**Literature/
documents**

5 Monday 04 March

Theme Money and risk, fourth seminar

Input

Seminar Work on the assignment and deepen the topics of the introduction

Program	19:30 – 20:20	General introduction Thijs Meijer
		Experience from practice by other tutors
	20:20 – 20:30	Short break
	20.30 – 22.00	seminar
	22:00 – 22:30	Closing session. Discussion about the most bespoke issues of the evening

Result First steps of time and information related to the assignment

6 Monday 11 March

Theme Fifth seminar

Input First concept of the offering to discuss during the consults.

Seminar Work on the assignment and consult the guides

Program 19:30 – 22:30 seminar

Result First reflection on the offering that helps you to sharpen your offer for the final presentation

7 Monday 18 March

Theme Final presentations

Input Final presentation

Presentation of the offerings of all the groups.

15 minutes/ group, 10 minutes presentation, 5 minutes discussion and feedback

		group
19:30	- 19:45	1
19:45	- 20:00	2
20:00	- 20:15	3
20:15	- 20:30	4
20:30	- 20:45	5
20:45	- 21:00	break
21:00	- 21:15	6
21:15	- 21:30	7
21:30	- 21:45	8
21:45	- 22:00	9
22:00	- 22:15	10
22:00	- 22:30	Short discussion and evaluation

Participants Groups

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Schedule guidance:

	11-02-2019	18-02-2019	25-02-2019	04-03-2019	11-03-2019
Martin Fredriks	1 + 2	9 + 10	7 + 8	5 + 6	3 + 4
Frans Boots	3 + 4	1 + 2	9 + 10	7 + 8	5 + 6
Menno Moerman	5 + 6	3 + 4	1 + 2	9 + 10	7 + 8
Thijs Meijer	7 + 8	5 + 6	3 + 4	1 + 2	9 + 10
Ad Bogerman	9 + 10	7 + 8	5 + 6	3 + 4	1 + 2
Geurt Holdijk					

Each group consults each guide one time.

19:30 – 20:20 introduction or seminar (11-03)

20:20 – 20:30 short break

20:30 – 22:00 seminar the groups and the tutors divide the time between the group consults themselves.

Teachers:

Thijs Meijer	thijs@meijer-co.nl	Architectuur
Frans Boots	info@fransboots.nl	Landschapsarchitectuur
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