



An enterprise portal

Business plan



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Table of contents:

1. Introduction.....	3
2. Concept.....	4
3. Method.....	5
4. Key Partners.....	5
5. Costs	6
6. Final result.....	7
7. Bibliography.....	7
8. Appendix I.....	8
9. Appendix II- Guideline	11
10. Appendix III-Feedback expert	16
11. Appendix IV-The website	17

1. Introduction

Portals are web-based connections that integrate information from various sources (4). They are designed to provide information in a uniform and more organizational form (1, 3). Access to portals can be restricted depending on whether the user is an authorized (employee or portal member) or an anonymous visitor. Since portals are strongly used in organizations, accessibility is available through personal electronic accounts, which allows users securely enter the workplace.

Most enterprises and organizations use portal platforms because their features meet all or most necessities for the employees or external users (2). Portals have a lot of benefits as for their utility and usability (2). More specifically, the user can have access to numerous applications and databases which otherwise would have been displayed in various different websites (2). Other than that, portals offer a lot of services, which can be useful to users such as communication vehicles and news feed. An important feature of portal is that accessibility can be reached through any kind of digital workplace (i.e. computers, smartphones, tablets), thus facilitating the user's access. For these reasons, portals are used in various forms such as banking and insurance portals, patient portals, government portals and student and faculty portals (3)

A student portal is a web interface in which students and teachers can access personalized information, applications and educational or academic options. These portals are password protected in order to reassure confidentiality of personal information. An academic portal is a way of interacting with its constituents and to provide better organization among them. There are a lot of advantages with the induction of portals in academic institutes. Some of these advantages are the facilitation of enrollments, provision of class schedules and e-learning as well as progress and financial reports.

However, the benefits that a student portal offers could expand further. More specifically, an academic portal also gives the opportunity to create gateways to students in the enterprise world by allowing access to investors. Lately, a lot of resources have been invested in web portals of students' projects. A lot of companies are attracted by student portals in the aim of recruiting the ideas of students and possibly invest on them. This recruitment effort can not only give a lot of opportunities to students to meet the enterprise universe but also, to give innovative ways for companies to evolve.

Fontys University made it possible to combine the paramedical studies with new technological equipment. In the purpose of organizing and helping students and other members of the staff with their responsibilities, Fontys created a portal, which includes several services needed for everyday use. More specifically, some of the features that Fontys portal has are: email, news feed, access to library and database information, information about lectures and study guides, progress outline of each student, as well as important information about student's and teachers' responsibilities. Access to this portal is allowed with a personal username and password for all members of the staff.

However, when students are asked to work on their graduation project of Entrepreneurship, there was no website that allowed access to the projects of the students. This is important not only for organizational purposes but also to present the innovative ideas of students to everyone.

2. Concept

The aim of this group was to create a portal that includes a collection of all “Entrepreneurship” projects from the last year (2015-2016) of Fontys University of Applied Sciences. In addition, the goal was to make this webpage easy to use and functional not only to the members of Fontys but also to the enterprise world. More specifically, this portal is beneficial for both the students and the teachers of Fontys University of Applied Sciences. It was developed to present all projects to new companies and to make Fontys a well-known technological University.

To begin with, this webpage will help students have access to all the “entrepreneurship” projects, which have been conducted so far and that will be conducted in the future academic years. Since most of students in the paramedical field are not familiar with concept of enterprise, some confusion might exist with initiation of this task. Instead, this new website will provide a wide range of projects including all details (title, pictures, author’s name, supervisor’s name, email, full project and abstract). This will help students to have a better idea about what is expected from the teachers and from Fontys.



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However, teachers can also benefit from this portal. More specifically, they will be able to access this webpage through their personal Fontys account and have a clear view of all the uploaded projects. Also, it could be an aid for the responsible teachers of “Entrepreneurship” to explain to students what is expected from them by suggesting to the students to look at the website.

The webpage will be accessible to visitors - such as companies, educational facilities or health-care facilities- who could be interested in the projects. However, they will only have an access to the title, picture and abstract of the project. Therefore, the organizations can have an overview of what has been done in Fontys in the field of enterprise. This will give them the chance to contact the authors of the projects and to cooperate with them in a professional level. In addition, the integration of a health-care professional in an enterprise team can be very beneficial in the accomplishment of new projects. More specifically, a student can provide a health-care insight to the organizations’ projects. Further than that, organizations can profit from this portal since they can compromise for a valuable deal to use students’ ideas.

Furthermore, Fontys might become more well-known as a high-tech university by presenting all those new projects. With time, if some companies use them and if the companies are satisfied about the project, it could make Fontys’ name more eminent.

3. Method

The first step for this project was to collect all the entrepreneurship projects from the year of 2015-2016 of the English Stream (ES), since only the students of the senior years of the ES were involved in such a deep and creative project. The projects were collected through different sources, such as:

1. Responsible teachers for the Entrepreneurship (Feitze van der Einde).
2. Social Media.
3. Previous classmates.

Therefore, responsible teachers and previous students were contacted in order to get all the projects needed. The website presents the titles of each project with a small abstract and an attractive picture, which is free for the web. Visitors who want to access the full projects are able to have access through the Physiotherapy English stream website on the Fontys website (see www.designacademy.nl for an example of such a concept).

Regarding the practical work on the website, the authors of this project screened all the projects of the past year in order to create the abstract with the picture which was sent to the 'portal-designer', Margreeth Haagsman.

Moreover, a link is presented in the portal that gives direct access to the Fontys enterprise web-page. Thus, enhancing to the efficacy of this information web-page.

4. Key Partners

In order to make this idea come true, we needed a client who was able to sponsor us and be interested in this project. This client is named Paul Scheeren who was very happy and positive in regard to this idea. He was very interested in the creation of this website. While discussing with our client we agreed that we needed a sort of guidance in order to deliver and make the best out of this website. This guidance was found inside the Fontys department from Margreeth Haagsman. As we discussed with our client, we needed someone who is currently working inside the Fontys department. Firstly, since Margreeth has direct access to the Fontys website she will be able to deal with any kind of problem in the future and to directly fix them, without contacting anyone in the Fontys department. Secondly, Margreeth was a suitable person because in the following years she will be able to directly update the website by uploading the senior-year entrepreneurship projects.

In order to make this possible, it was decided to update the study guide that has been provided so far to the students (see appendix I for guideline). Moreover, the Power Point presentation of the instructions of the Entrepreneurship period was edited in order to make a clear overview of the students' responsibilities.

In such a way a direct update of the portal will be done, by uploading the latest projects. This was done for both the

English and the Dutch study guide, in order to give a bigger picture of Fontys' student's potentials.



5. Costs

In our project plan we gave an estimation of the costs when creating such a form of website. In fact, when we estimated the website cost, we looked at the potential complexity in order to calculate the number of predicted required hours of work. Although every website is different (different brand, different design, different content, etc.), there are certain levels of effort required for certain types of websites. What Fontys needed was simple; an Informational, Business Website (no E-commerce, marketing-focus). A basic website site that served to help brand and market your company, showcase your products and services, and inspire sales as a lead-generating tool.

This type of website acts primarily as an online brochure, establishing a necessary presence online to answer your customers' questions "do you exist?", "are you professional?" and "what do you do?" A basic website can be created in the \$2,000 – \$5,000 range (5).



In fact, at the end of our entrepreneurship work we did not have any estimated costs. Mainly because most of the work was done by the authors of this paper and therefore no

costs were needed. Moreover we always used the digital forms of this project in order to create the different steps and to arrange the different phases of the plan. Thus, no costs were involved for printing or scanning. Furthermore, no costs were needed at the end to create the website either. Since the 'web-designer' was someone who was an employee of Fontys.

6. Final result

In total, four projects (including the current project) were uploaded to the Fontys portal. Firstly, the abstracts with a corresponding picture are presented in the front page of the portal. By clicking to a picture, one that is interested can have access to the full project.

A guideline was created to give an insight to students and teachers on the steps that they have to follow after the completion of each project (see appendix II).

The below web address, shows the webpage as it was created:

LINK HERE

7. Bibliography

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4. A National Survey of Parent Perspectives on Use of Patient Portals for Their Children ' s Health Care. (2015), 110–119.
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8. Appendix I

STUDY GUIDE UPDATE:

Entrepreneurship in physiotherapy

“Our position within the market is something to be guarded constantly, because things are hectic in health care. Consider for instance the rising costs of health care, cutbacks in health care (policy changes Basic health insurance; less coverage in the Additional health insurance), increased client contribution and rates under pressure. This trend will continue in our opinion. It’s already started in various areas: profession and science and the lobby towards stakeholders such as the government to prevent further policy measures and to urge more market balance. And do not forget the recently performed cost effectiveness assessment physiotherapy (the BMC assessment) which shows the value of physiotherapy as well as the cost efficiency.”

From: http://www.fysionet.nl/actueel/nieuwsoverzicht/nieuwe-routes_marktpositionering.html 18-10-2012

Introduction

The health care sector has been subject to change over the recent years, from the perspective of care givers, of clients and of the institutional environment. Developments increasingly calling for a more enterprising attitude in health care. Enterprising behaviour that has been the order of the day in the private sector, is slowly finding its way into health care. Since 2012 the demand for physiotherapy has been in decline. The increase in patient flow towards physiotherapy ended at that point. Since 2012 the professional association is increasingly active to guard the market position. Apart from qualitative improvement of existing services and/or products, there is also a trend towards the development of new products.

Education module Entrepreneurship in physiotherapy

During the module ‘entrepreneurship in physiotherapy you will be working on the development of the professional competence ‘entrepreneurship’. This competence is describes as follows:

- The physiotherapist contributes – using a strengths/weaknesses and opportunities/threats analysis – to the development and execution of decisions on strategic level concerning the supply and demand of physiotherapeutic care and service, with the objective of improving the quality of the supply and the position of the organization in the direct market.-

The competence description is in line with the developments in the health care market.

Objectives ‘entrepreneurship’ module:

- The student makes an overview of current developments in the field of physiotherapy and translates this into consequences for physiotherapy in general and an organization in particular (performance indicator 5.1)
- The student can make propositions for the improvement of the quality of existing services/products or develops new services and/or products (performance indicator 5.2)
- The student is able to act in accordance with the goals and interests of an organization (e.g. clinical affiliation organization, programme) and the professional ethical standards (performance indicator 5.3)

The term entrepreneurship is often associated with starting your own business, investing your own money and taking personal risk. However, these are only a few of the aspects that are part of entrepreneurship. We can actually discern 4 roles:

- Market researcher
- Innovator
- Risk taker
- Manager

The roles of market researcher and innovator are in particular roles in which physiotherapists are limitedly active. Before 2012 there was indeed less necessity to be involved in these roles. There was no lack of patients before, but as was stated above, the market position is shifting.

During this module you will explore the physiotherapeutic care market, and possibly your attention is drawn towards certain relevant current developments that are interesting to physiotherapy in general and an organization in particular. You also may already have an idea, in which case it is also important to explore the need for this idea/product. To emphasize the relevance for physiotherapy it is important to search for a consumer or client. This could be for instance a practice or institution. Maybe you want to bring a relevant development to the attention, and see whether a product can be developed. Another possibility is that you already have a product in mind, which you want to bring to the attention.

In order to work as authentically as possible, you will establish a virtual company. You have 140 hours per person, which you have to account for, for the establishment of this company and the realization/development of the product. This module spans two education periods. During the first education period (P13 or P15), you will make a project plan and a business plan as well. Both products are graded, and the business plan is also assessed by an external expert. There are various ways to start a business. You must start with an idea which is further developed in a (project) plan. To realize the plan you need a company that is geared to optimally realize your plan. A format for the project plan and business plan is included in the appendix.

During the work group meetings you are coached by experienced teachers who will support you in your search for what is necessary to start a business. The internet (e.g. the Chamber of Commerce website) offers sufficient information on writing a business plan.

You receive a grade for the business plan. The teacher assessed the plan, among other things, on the following aspects:

- occasion
- market exploration
- product
- financial justification
- legal framework

At the end of education period 13 for students who follow the B route, or at the end of education period 15 (route A students) you will deliver the following products:

- Project plan (assessment: grade)
- Business plan (assessment: grade)
- Abstract and a well-design picture to Margreeth Haagsman, in order to upload the project on the Fontys website

During period 14 (and 16) the realization phase of the business plan takes place. At the end of this education period students present their company and the product they have developed. During the lecture, examples are given of such products. These can vary from an actual product (smartphone app) to an advice report. Experience shows that in case of some business plans the emphasis will either be on the role of innovator or the role of market researcher. The market exploration, competition analysis and marketing mix and such will be more emphasized and worked out during the realization phase. This means that each company actually focuses on market exploration and that the company delivers a product. In order to present, the following products must have been handed in with the teacher during the last work group meeting:

- Project plan
- Business plan
- Presentation (PowerPoint, etc)
- Product with appendices (e.g. posters, brochures, etc.
- Appendices:
 - o feedback client or consumer
 - o feedback on business plan by external expert
 - o log of tasks and hours
 - o individual reflection report

N.B Moreover the students need to hand the abstract of their business plan and a picture at the end of the period to M. Haagsman: e-mail m.haagsman@fontys.nl

Final grade

70% of the grade is determined by the average of the business plan, the product and the presentation. The individual reflection report accounts for 30% of the final grade. The log and feedback by client or customer are also part of the product assessment. In particular the relevance of the product for the institution and practice and to what extent the product has met the expectations (see appendix 3). These appendices are conditional for the calculation of a final grade.

9. Appendix II- Guideline

Entrepreneurship Guideline

How to upload your entrepreneurship project on the Fontys website ?

Table of Contents:

1. Study
guide.....3

2. Method.....
3-4

3. Upload your project
.....4-5

1. Study guide

1. Read all the information provided to you in the Study Guide. Every student has access to previous entrepreneurship projects, which you can use as an example to guide you through your project and to motivate you.
2. Once the written part of your project is done and has been graded, it should be part of the collection on the Fontys website. For this reason, each group has to upload it along with an abstract and a picture and send both the files to M. Haagsman: e-mail m.haagsman@fontys.nl.

2. Method

We will guide you through the steps:

- A. Write an abstract that gives the idea of your concept. It should be short (not more than 200 words) and it should be accompanied by a picture that matches your project – in case you have a logo, use this.
- B. This is an example of how it should look like:



Project: Physiomoves

Created by: Katie Ballard, Steven Ferns, Robert Ciliacus, Jannike Jenssen, Nadia Giampellegrini

Department: Fontys Physiotherapy English Stream

Website: <http://stevendud.wix.com/physiomoves>

Having pain all over your body but not time to deal with it because of your crazy work schedule? No problem! Physical therapy can come at your office now!

Four physiotherapists and their skills are available in Kirchberg, Luxembourg. The goal of the team is to offer physiotherapeutic intervention towards employees in offices demonstrating a high amount of sedentary behavior. For this reason, the ambulant physiotherapy company, thanks to an electrical van, is visiting several office-based companies for preventive and curative treatments. The visiting times are targeting different companies (such as banks, European institutions etc.) and consist of preventive treatments such as educational hours, group activity sessions and ergonomic check-ups.

For more details see full project and visit website: <http://stevendud.wix.com/physiomoves>

Note:

→ Picture:

Width of 10 cm,
Height 5,5 cm,
Color or in black and white,
Positioned in the middle and above the text.

→ Project data:

Use Arial 12,
The subtitles “project”, “created by”, “department”, “website” must be in bold.

→ Description description:

Use Arial 10,
1,5 line spacing between each line,
Allowed to use motivational quote.
200 words max

→ Be aware of:

Spelling mistakes and language errors,
The whole abstract should give the envy to the reader to read your entire project,
Save you project in PDF.

3. Upload your project

Now upload the full project in PDF by following these steps:

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10. Appendix III-Feedback expert

Feedback Business plan: After reviewing the business plan I have several remarks to give. These remarks will be in a chronological order. To start with the introduction, from my personal perspective I think there is too much explanation about what a platform is. A short explanation of the plan + what a portal is would be enough. Furthermore for me it was not clear in which stage the project currently is/was. Some parts are written in past time, others in present/future time. Some parts also could be explained more thoroughly. Also looking at the cost I think the expenses would probably be higher, since they need to create a portal with several different rights on what they can see. In general I think the report looks quite nice, some parts (as mentioned before) could be improved. I personally like the idea to create a platform on where several companies/students/ teachers can see what other people already did before them. Also to give more meaning to the report where the students worked on for several months. Now quite often I have the

perception that people write the report and nothing will be done with it. In my perception the group is on the way to finalize the project in a good manner. I am looking forward to the end result and actually also if it will be implemented for other studies, such as graduation thesis's of other studies.

11. Appendix IV-The website