

Course: Entrepreneurship 1

credits: 3

Course code	LBVB20ENT1C
Name	Entrepreneurship 1
Study year	2021-2022
ECTS credits	3
Language	English
Coordinator	W.E. Speulman

Modes of delivery	Lecture
Assessments	Assignment - Other assessment

Learning outcomes

The learning outcomes are covered over two periods (during ENT1 and ENT2). After successful completion of the course students can:

- demonstrate and apply knowledge about the major theories and perspectives concerning entrepreneurship, business opportunity, technology and innovation in an international environment. (TWM17 level 2)
- transform an idea into a prototype and business opportunity by applying creative thinking models. (WT2 level 3)
- validate the need and feasibility of a business opportunity by applying research models. (TWM24 level 3)
- create a well-founded and validated business proposition with a sustainable competitive advantage. (TWM15 level 3)
- develop a long-term investment strategy for a business proposition. (TWM19 level 2)
- present him/herself professionally as a member of a multidisciplinary and multicultural teams and develop relations with important stakeholders. (WW4 & WW6 level 3)

Program Learning Outcomes from the IB Framework: WT 2-3; WW 4-3; WW 6-3; TWM 15-3; TWM 17-2; TWM 19-2; TWM 24-3

Content

Prerequisites:

IB students need to have been either on PLM or SAB, preferably both. With completing all credits in Osiris from either PLM or SAB. Exchange students: previous knowledge of the corresponding subject area is required.

Content

The course content is divided over two periods (during ENT1 and ENT2). The following contact moments are offered.

Workshops ENT1

1. Workshop 1 – Idea Creation (6 hrs.)
2. Workshop 2 – Value Proposition Design & Prototyping (6 hrs.)
3. Workshop 3 – Business Model Generation & Speed Dates (6 hrs.) Workshops

ENT2

1. Workshop 4 – Strategy & Competitive Advantage (6 hrs.)
2. Workshop 5 – Investments & Investment game (6 hrs.)
3. Workshop 6 – Pitch training & Pitch Event (6 hrs.)

In each period teams have 2 coach moments with lecturer (30 minutes per team)

Included in programme(s)

Minor International Management

School(s)

International Business School