Course: Entrepreneurship 2 credits: 4

Course code	ELVH17AENT2
Name	Entrepreneurship 2
Study year	2022-2023
ECTS credits	4
Language	English
Coordinator	I.P. Berg

Modes of delivery	Assignment Guest lecture Lecture
Assessments	Entrepreneurship 2 - Assignment

Learning outcomes

The student is able to start a company by following the issues described in the planning of Jong Ondernemen. These issues involve: coming up with a promising product-market combination; executing a market analysis; design and producing a product; enrolment at Jong Ondernemen; developing a marketing plan; opening of a bank account.
The students is able to get support for the business plan form stock holders financing the plan. The student is able to produce and sell products, by showing he is capable of: selling of stocks; organising a stockholders meeting; marketing and selling activities.

Content

In this study unit, you will form a student company (Stuco) with students from other Engineering bachelors at Hanze UAS. You have to show entrepreneurial behaviour while setting up a company, and getting knowledge about production, selling, buying, financial management, marketing, organization and management. It will be necessary to work in teams to reach the goals of the company.

Included in programme(s)

Electrical Engineering Major Sensor Technology

School(s)

Institute of Engineering

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