Course: Start-up, scale-up, grow-up — credits: 5

Course code	CIVB22SSG
Name	Start-up, scale-up, grow-up
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	J. Tuinier
Modes of delivery	Tutorial
Assessments	Start-up, scale-up, grow-up - Other assessment

Learning outcomes

Learning Outcomes

After completing this course the student is able to:

1. Formulate a long term company goal and derived short term goal and select, justify and plan tasks that align with these goals and the company's situation.
2. Execute a coherent set of interrelated tasks, based on one's own analysis, that contribute to the creation or growth of a company, and adapt these tasks based on progressive insight.
3. Use networking and research skills to gather and interpret information for decision-making and expert validation.
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5. Deliver a tailored business pitch or presentation to an audience relevant to the company's current development stage (e.g., investors, clients, partners).
6. Reflect critically on key factors influencing business success, including one's own role and responsibility.

Content

Content

In this course, you take control of your entrepreneurial journey, whether you are starting a new business or scaling an existing one. You will work on your own business idea or growth plan, from the first concept to market testing, first sales, and initial steps toward scaling or attracting investors.

Course activities include:

- Guest lectures providing insights into entrepreneurial practices
- Community of learners sessions where students and teachers discuss and apply relevant theory and frameworks
- Coaching sessions where teachers guide students in formulating actionable advice or strategies for a specific business context

Literature/study materials

Suggested literature and study material material will be shared in class and/or via Brightspace.

Included in programme(s)

Marketing Management

School(s)

Entrepreneurship, Communication & Marketing

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