

Vak: Entrepreneurship 2

credits: 6

Vakcode ELVB23ENT2
Naam Entrepreneurship 2
Studiejaar 2023-2024
ECTS credits 6
Taal Engels
Coördinator F.J. Guzman Munoz

Werkvormen Gastcollege
Hoorcollege
Opdracht
Toetsen Entrepreneurship 2 - Opdracht

Leeruitkomsten

The student knows how to start a company along the standard lines described at the Chamber of Commerce (KVK).
The student writes a business plan and understands what is necessary to initiate a small company.
The student executes a market analysis and develops a marketing plan suitable for the product or service.
The student designs a product or service.
The student understands how to end the company and the activities involved in this process.

Inhoud

In this course, the students learn the basic steps to follow in order to create their own company (start up). Starting with the application of creative thinking models to transform an idea into a business proposition, they will follow with a market analysis to see if there is an opportunity to transform their idea into a successful business. Their design of a product or service will be described in a business plan, which will also include Operations and Management, Marketing, and Financial related sections.

Opgenomen in opleiding(en)

Elektrotechniek Major Sensor Technology

School(s)

Instituut voor Engineering

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