

Entrepreneurship

Name course:	Entrepreneurship
Period:	International Business Consultancy (Y4:13/14)
Cluster within IBC program:	International Business
Study load:	4 ECTS/ 112 hours
Lecturer:	Ruben Brouwer Theo Terwee

Content course

Course description	<p>This course aims to develop students' cognitive framework to be ready for the entrepreneurial opportunities and challenges they will face in their careers. The entrepreneurial mindset cognitive framework consists of Vision, No Fear of Failure, Creativity, Initiation and Passion. With this entrepreneurial mindset framework, students will be prepared and be ready for entrepreneurial opportunities and challenges in their lives and careers. Students will work on developing a new creative product and try to put it in the market.</p> <p>Keywords: Entrepreneurial mindset Entrepreneurship in action Innovation and creativity Social Entrepreneurship</p>
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Core competences and learning objectives	
Organizational behavior Strategic Management Applied Research Problem recognition Diagnosis Design Change Evaluation	The student is able to: <ul style="list-style-type: none">▪ Change trends and developments into business chances and value creation.▪ Work innovative new business▪ Create value from an entrepreneurial point of view, in relation to various stakeholders.▪ Start a fictional business/product proposition and explain why it is meant to be succesful.

General course information	
Required previous knowledge	None.
Recommended literature	None. Tools provided online.
Way of working	During class you will work in small groups on kick-starting a business that is based on a new created product. You will practice entrepreneurial skills, work on a business plan and present it at the end of the course, convincing your stakeholders that the plan is meant to be succesful.
Exam	Report assignment (70%) and final presentation/pitch (30%) in small groups.
Caesura	A final score of 5,5 or higher leads to passing the course and receiving the related 4 ECTS.
Retake exam	The retake of the exam is scheduled at the end of the semester. This is usually two or three weeks after the first exam week.

