

## Introduction to Entrepreneurship (E076431)

Course size (nominal values; actual values may depend on programme)

Credits 3.0 Study time 90 h Contact hrs 15.0 h

Course offerings and teaching methods in academic year 2016-2017

A (semester 1) English lecture 10.0 h  
lecture: plenary 5.0 h

Lecturers in academic year 2016-2017

Andries, Petra EB09 lecturer-in-charge  
Delbeke, Danaë TW05 co-lecturer

Offered in the following programmes in 2016-2017

	crdts	offering
Bridging Programme Master of Science in Biomedical Engineering	3	A
Bridging Programme Master of Science in Photonics Engineering	3	A
Bridging Programme Master of Science in Fire Safety Engineering	3	A
Master of Science in Engineering: Architecture (main subject Architectural Design and Construction Techniques)	3	A
Master of Science in Electrical Engineering Technology (main subject Automation)	3	A
Master of Science in Complementary Studies in Business Economics (main subject Business Economics)	3	A
Master of Science in Communication Science (main subject Communication Management)	3	A
Master of Science in Electrical Engineering (main subject Communication and Information Technology )	3	A
Master of Science in Electromechanical Engineering (main subject Control Engineering and Automation)	3	A
Master of Science in Electrical Engineering Technology (main subject Electrical Engineering)	3	A
Master of Science in Electromechanical Engineering (main subject Electrical Power Engineering)	3	A
Master of Science in Electrical Engineering (main subject Electronic Circuits and Systems)	3	A
Master of Science in Electronics and ICT Engineering Technology (main subject Electronics Engineering)	3	A
Master of Science in Communication Science (main subject Film and Television Studies)	3	A
Master of Science in Electronics and ICT Engineering Technology (main subject ICT)	3	A
Master of Science in Communication Science (main subject Journalism)	3	A
Master of Science in Electromechanical Engineering (main subject Maritime Engineering)	3	A
Master of Science in Electromechanical Engineering (main subject Mechanical Construction)	3	A
Master of Science in Electromechanical Engineering (main subject Mechanical Energy Engineering)	3	A
Master of Science in Communication Science (main subject New Media and Society)	3	A
Master of Science in Engineering: Architecture (main subject Urban Design and Architecture)	3	A
Master of Science in Biochemistry and Biotechnology	3	A
Master of Science in Biochemistry and Biotechnology	3	A
Master of Science in Biology	3	A
Master of Science in Biology	3	A

Master of Science in Chemistry	3	A
Master of Science in Chemistry	3	A
Master of Science in Physics and Astronomy	3	A
Master of Science in Geography	3	A
Master of Science in Geomatics and Surveying	3	A
Master of Science in Computer Science	3	A
Master of Science in Mathematics	3	A
Master of Science in Mathematical Informatics	3	A
Master of Science in Civil Engineering Technology	3	A
Master of Science in Electromechanical Engineering Technology	3	A
Master of Science in Biomedical Engineering	3	A
Master of Science in Civil Engineering	3	A
Master of Science in Chemical Engineering	3	A
Master of Science in Civil Engineering	3	A
Master of Science in Computer Science Engineering	3	A
Master of Science in Computer Science Engineering	3	A
European Master of Science in Photonics	3	A
International Master of Science in Fire Safety Engineering	3	A
Master of Science in Photonics Engineering	3	A
Master of Science in Fire Safety Engineering	3	A
Master of Science in Sustainable Materials Engineering	3	A
Master of Science in Photonics Engineering	3	A
Master of Science in Engineering Physics	3	A
Master of Science in Chemical Engineering	3	A
Master of Science in Engineering Physics	3	A
Exchange Programme in Chemistry (master's level)	3	A
Exchange Programme in Political and Social Sciences	3	A
Postgraduate programme in Innovation and Entrepreneurship in Engineering	3	A

#### Teaching languages

English

#### Keywords

Types of entrepreneurs and entrepreneurship, theoretical perspectives on entrepreneurship, entrepreneurship worldwide, strategic entrepreneurship (base), legal aspects of entrepreneurship (base), financing of start-ups (base)

#### Position of the course

This course will provide an introduction to and positioning of entrepreneurship. First, the topic of entrepreneurship will be defined and an overview of types of entrepreneurship (academic entrepreneurship, social entrepreneurship,...) will be given. Further, a number of theoretical perspectives (resource dependency theory, effectuation/causation, social network theory) to the domain will be elaborated on. Students will be offered an overview of entrepreneurship worldwide and the most important facilitators and impediments to entrepreneurship. Cases will be used to make the student familiar with the domain and by using a business game a "real life" experience with entrepreneurship will be simulated. The course further provides the basis for a number of important subdomains in the field, namely: strategic entrepreneurship, legal aspects of entrepreneurship and financing of new ventures.

#### Contents

The course includes the following sessions:

- 1 Basic aspects of entrepreneurship
  - a. What is entrepreneurship?
  - b. Types of entrepreneurship
  - c. Determinants of entrepreneurs, drivers for entrepreneurship
  - d. Entrepreneurship worldwide
  - e. Theoretical perspectives on entrepreneurship
- 2 Base aspects of strategic entrepreneurship

- a. Market approach: Porter 5-forces model, macro-analysis, micro-analysis, industry analysis, market analysis: introduction
  - b. Competition or collaboration? Teece model
  - c. Basic notions on value chain analysis
- 3 Legal aspects of entrepreneurship
- a. Basic aspects of contracting
  - b. Basis aspects of intellectual property rights
- 4 Basic aspects of entrepreneurial finance
- a. Analysis of financial accounts
  - b. Basics of financial planning
  - c. Basic elements of financing sources (what is a business angel, what is a venture capitalist, advantages and disadvantages of different types of financing), valuation (basic: NPV-analysis)
- 5 Business game
- a. Simulation exercise, students will analyse and change an existing business plan, get a role assigned (entrepreneur/financial party/manager) and will try to fund the company

#### Initial competences

Not required.

#### Final competences

- 1 Understand what entrepreneurship is and what types of entrepreneurship exist
- 2 Understand the most important theoretical models of entrepreneurship
- 3 Understand how entrepreneurship has grown worldwide and how it is divided globally
- 4 Understand what the most important challenges to entrepreneurs are
- 5 Understand market dynamics, understand how entrepreneurs can make an industry and market analysis, understand which strategic considerations entrepreneurs make
- 6 Understand the basics of legal aspects entrepreneurs are faced with
- 7 Understand the basics of entrepreneurial finance: advantages and disadvantages of different financing sources, knowing what a business angel and venture capitalist is. Develop the capability to analyse a firm's financial statements, apply the basic techniques of valuation (NPV-valuation)
- 8 Analyse an existing business plan independently
- 9 Critically reflect on scientific literature on entrepreneurship
- 10 Independently make changes and suggestions for improvement to existing business plans
- 11 Be able to independently formulate a vision on the evolution of theoretical perspectives in the domain of entrepreneurship
- 12 Independently reflect on drivers and impediments of (growth-oriented) entrepreneurship
- 13 Communicate with others and discuss existing business ideas and plans
- 14 Understand what the impact of different types of entrepreneurship (social, academic, growth-oriented) on society is

#### Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

#### Conditions for exam contract

This course unit cannot be taken via an exam contract

#### Teaching methods

Lecture, lecture: plenary exercises

#### Extra information on the teaching methods

- Lectures (including guest speakers)
- Practical cases
- Business game

#### Learning materials and price

Knockaert, M., Delbeke, D., Andries, P. (2015). Essentials in Entrepreneurship. Acco Den Haag/Leuven

#### References

- Hisrich R., Peters M. (1998). Entrepreneurship. Boston: Irwin McGraw-Hill
- Burns P. (2001). Entrepreneurship and Small Business. Palgrave.

#### Course content-related study coaching

Interactive support through Minerva (fora, e-mail), personal: appointment over e-mail. Solutions of cases and exercises will be available through Minerva.

#### Evaluation methods

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Written examination

Examination methods in case of periodic evaluation during the second examination period

Written examination

Examination methods in case of permanent evaluation

Written examination

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

Extra information on the examination methods

- Written, open book examination (periodic)
- Written preparation to the business game (permanent)

Calculation of the examination mark

Permanent (20%) and periodic evaluation (80%)