

Basic Entrepreneurship (E076450)

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)	Dutch	lecture	11.25 h
		guided self-study	3.75 h

Lecturers in academic year 2016-2017

Andries, Petra	EB09	lecturer-in-charge
----------------	------	--------------------

Offered in the following programmes in 2016-2017

	crdts	offering
Bachelor of Science in Civil Engineering Technology	3	A
Bachelor of Science in Chemical Engineering Technology	3	A
Bachelor of Science in Electronics and ICT Engineering Technology	3	A
Bachelor of Science in Electromechanical Engineering Technology	3	A
Bachelor of Science in Information Engineering Technology	3	A
Bachelor of Science in Engineering: Architecture	3	A
Bachelor of Science in Civil Engineering	3	A
Bachelor of Science in Computer Science Engineering	3	A
Bachelor of Science in Chemical Engineering and Materials Science	3	A
Bachelor of Science in Electrical Engineering	3	A
Bachelor of Science in Engineering Physics	3	A
Bachelor of Science in Electromechanical Engineering	3	A
Bachelor of Science in Veterinary Medicine	3	A
Master of Science in Communication Science (main subject Communication Management)	3	A
Master of Science in Communication Science (main subject Film and Television Studies)	3	A
Master of Science in Communication Science (main subject Journalism)	3	A
Master of Science in Communication Science (main subject New Media and Society)	3	A
Master of Science in Nursing and Midwifery	3	A
Master of Science in Sociology	3	A
Ghent University Elective Courses	3	A
Ghent University Elective Courses	3	A
Ghent University Elective Courses	3	A
Ghent University Elective Courses	3	A
Ghent University Elective Courses	3	A
Ghent University Elective Courses	3	A
Ghent University Elective Courses	3	A
Ghent University Elective Courses	3	A
Ghent University Elective Courses	3	A
Ghent University Elective Courses	3	A
Ghent University Elective Courses	3	A
Ghent University Elective Courses	3	A

Teaching languages

Dutch

Keywords

Entrepreneurship, role of entrepreneurs in society, entrepreneurial success factors

Position of the course

The aim of this course is to introduce the students to the role of entrepreneurs in our society and to the most important success factors for a venture. Key concepts will be discussed from a practical point of view.

Contents

1. The role of the entrepreneur and the enterprise in our society
 - economic function
 - different types of entrepreneurs (including intrapreneurs, academic entrepreneurs, and social entrepreneurs)
2. The role of the market and the sector for venture success:
 - market analysis, market segmentation
 - assessing important industry forces
3. The role of strategy for venture success:
 - product and service attributes
 - cost leadership
 - differentiation
 - Blue Ocean Strategy
4. The role of resources and competences for venture success
 - intellectual property rights
 - complementary assets (incl. marketing)
 - the entrepreneurial team
 - models for collaboration
5. The role of (financial) planning for venture success
 - causal and effectual logics
 - financial management

Initial competences

Nihil

Final competences

- 1 Understanding the key success factors for a venture.
- 2 Understanding the connection between a venture and the environment.
- 3 Developing and formulating the key building blocks and processes of a venture.
- 4 Processing materials autonomously.

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

Guided self-study, lecture

Extra information on the teaching methods

- combination of face-to-face lectures with online lectures

Learning materials and price

- Online course consists of lecture notes made available on Minerva, web content and videos which will be supported by relevant literature

References

Course content-related study coaching

The lecturer will be available for further information

Evaluation methods

end-of-term evaluation

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

Written examination with multiple choice questions

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

Written examination with multiple choice questions

Examination methods in case of permanent evaluation

Possibilities of retake in case of permanent evaluation
not applicable

Extra information on the examination methods
The exam consists of a multiple choice exam.

Calculation of the examination mark
100 % multiple choice exam