

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

Credits	3.0	Study time	90 h	Contact hrs	30.0 h
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Course offerings and teaching methods in academic year 2018-2019

A (semester 1)	Dutch	project	10.0 h
		lecture	20.0 h

Lecturers in academic year 2018-2019

Crucke, Saskia	EB23	lecturer-in-charge
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Offered in the following programmes in 2018-2019

<a href="#">Bachelor of Science in Business Economics</a>	crdts	offering
	3	A

Teaching languages

Dutch

Keywords

Entrepreneurship, enterprising, business idea, innovative entrepreneurship

Position of the course

To analyse the fundamental principles of entrepreneurship and innovation and to obtain knowledge on the process of starting up and initial stage development of one's own enterprise.

Contents

- 1 What is entrepreneurship. The importance of entrepreneurship. What is innovative entrepreneurship? Different types of enterprises and entrepreneurs. The role of the entrepreneur. Entrepreneurial attributes.
- 2 Creativity and the origin of ideas. Techniques for idea generation.
- 3 Protection of ideas. Cost/benefit analysis of different types of protection
- 4 The lifecycle of the company. Different stages in business growth. Meaning of growth.
- 5 Business models of start-up firms. How to start up? How to grow a company? Difference between markets for ideas and products.
- 6 Value chain analysis, entrepreneurial marketing and competition analysis. Techniques for market size assessment. Product market segmentation
- 7 The entrepreneurial team: complementary or specialised? Analysis of culture, entrepreneurial orientation and functional competences.
- 8 Financial planning. Assessment of the financing need and the value of the company. Break-even analysis. Valuation of start-ups and innovative projects
- 9 Financing sources for entrepreneurs. Differences between equity and debt financing. About venture capital, business angels and exit routes for investors.
- 10 Legal aspects of company formation. Administrative and legal procedures for starting up a company.

Initial competences

The students must have an understanding of general and applied economics and more particularly have insight in the different functional domains such as production, logistics, financial analysis and management, marketing and information management. (See course 'Business Administration'). This knowledge is taken as the starting point and the course elaborates on the specific nature of entrepreneurial ventures.

Final competences

- 1 • Positioning and importance of entrepreneurship and innovation in the

economy

- 2 • Build a business plan, hereby applying economic topics and theories in relation to the different function domains, while understanding the interplay between the domains and applying the supporting sciences. Gain insight into other sciences such as psychology, law and technology. Learn to identify relevant sources of information, and interpret the results of own research. Learn to analyze relevant business problems, formulate a personal opinion and critically reflect on the own learning process
- 3 Assess the feasibility of a business idea, using quantitative and qualitative research techniques for different functional domains and understand the uncertainty and limits of economic knowledge, taking into account developments in the real business world
- 4
  - Knowledge on the practical aspects of starting up a company
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- 5 • Defend a project in a concise way, work in team and report in a written way (in Dutch)

#### Conditions for credit contract

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

#### Conditions for exam contract

Access to this course unit via an exam contract is unrestricted

#### Teaching methods

Group work, lecture, project

#### Extra information on the teaching methods

Ex cathedra (60%), cases (30%), testimonials (10%), group work during which a business plan will be made.

#### Learning materials and price

Knockaert, M., Delbeke, D., Andries, P. (2015). Essentials in Entrepreneurship. Acco.  
Cost: 25 EUR  
Syllabus and powerpoint slides. Cost: 5 EUR

#### 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

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

Oral examination, assignment

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

Oral examination, assignment

#### Examination methods in case of permanent evaluation

#### Possibilities of retake in case of permanent evaluation

not applicable

#### Extra information on the examination methods

Oral examination. The students will make a group presentation of their own business plan. Besides, they individually hand in a written 1-pager with their assessment of the feasibility of the business idea.

#### Calculation of the examination mark

25% of the score is based upon the feasibility analysis  
75% of the score is based upon the business plan (content, presentation, Q&A)  
The score can be adapted following peer assessment  
The student needs to at least pass for the business plan in order to succeed. If this is not the case, and the mathematical average leads to a score of 10 or more out of 20, this score is reduced to 9/20.