

Entrepreneurship (D012990)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

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

Credits 4.0 **Study time** 120 h **Contact hrs** 45.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 2) Dutch Gent lecture 45.0 h

Lecturers in academic year 2020-2021

Pellens, Maikel EB23 lecturer-in-charge
Vermeire, Jacob EB23 co-lecturer

Offered in the following programmes in 2020-2021

	crdts	offering
Master of Science in Movement and Sports Sciences (main subject Sports Policy and Sports Management)	4	A
Master of Science in Health Care Management and Policy	4	A

Teaching languages

Dutch

Keywords

Entrepreneurship, business idea, business plan

Position of the course

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

Contents

The course consists of the following elements:

- 1 What is entrepreneurship? What is the importance of entrepreneurship? What does the typical entrepreneur look like? What are success factors?
- 2 Creativity and the origin of ideas. Techniques for idea generation.
- 3 How to assess an idea?
- 4 Product market segmentation. Techniques for market size assessment.
- 5 Techniques for assessing industry structure.
- 6 How to develop a competitive advantage?
- 7 Protection of ideas. Intellectual property rights.
- 8 Entrepreneurial marketing.
- 9 Complementary assets and the entrepreneurial team.
- 10 Collaboration strategies.
- 11 Financial planning. Assessment of the financing need and the value of the company. Break-even analysis.
- 12 Financing sources for entrepreneurs. Differences between equity and debt financing. About venture capital, business angels and exit routes for investors.
- 13 Legal aspects of company formation. Administrative and legal procedures for starting up a company.

Initial competences

No prior knowledge expected

Final competences

- 1 Positioning and importance of (social) entrepreneurship in society
- 2 Build a business plan
- 3 Assess the feasibility of a business idea

- 4 Knowledge on the practical aspects of starting up a company
- 5 Defend a project in a concise way

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

Extra information on the teaching methods

- Lectures supplemented with plenary case studies
- Coaching: multiple coaching sessions per group
- Microteaching: presentation of initial idea to other students (elevator pitch)
- Project / self-study: Development and presentation of a business plan in group

Learning materials and price

- Knockaert, M., Delbeke, D., Andries, P. (2019). Essentials in Entrepreneurship. 2nd edition. Acco Den Haag/Leuven.
- teaching cases distributed via the electronic learning platform

References

Course content-related study coaching

Interactive support through the electronic learning platform (fora, e-mail), personal appointments for coaching.

Evaluation methods

end-of-term evaluation

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

Oral examination, assignment, peer assessment

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

Combination of written work (business plan) and oral defence (business plan)

Calculation of the examination mark

1st exam period

75% business plan (group, written document)

25% business plan presentation (group, oral presentation)

Results can be modified based on peer-assessment.

Students who eschew one of these two assignments (written business plan or oral presentation) may be failed for this course unit by the examiner.

2nd exam period

75% business plan (individual, written document)

25% business plan (individual, oral presentation)

Students who eschew one of these two assignments (written business plan or oral presentation) may be failed for this course unit by the examiner.