

Entrepreneurial Skills Project (E731031)

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 6.0 Study time 180 h Contact hrs 48.0 h

Course offerings and teaching methods in academic year 2020-2021

| Offering | Language | Location | Teaching Method | Hours |
|----------------|----------|----------|-----------------|--------|
| A (semester 2) | Dutch | Gent | lecture | 8.0 h |
| | | | project | 40.0 h |

Lecturers in academic year 2020-2021

| Name | Room | Role |
|--------------------|------|--------------------|
| Lambrecht, Stefaan | TW05 | lecturer-in-charge |

Offered in the following programmes in 2020-2021

| Programme | crdts | offering |
|---|-------|----------|
| Bachelor of Science in Engineering Technology (main subject Electronics and ICT Engineering Technology) | 6 | A |
| Postgraduate programme in Innovation and Entrepreneurship in Engineering | 6 | A |
| Postgraduate programme in Innovation and Entrepreneurship in Engineering | 6 | A |

Teaching languages

Dutch

Keywords

Entrepreneurial skills, business model, teamwork.

Position of the course

The student learns to collect feedback on a business idea and to structure this feedback into a first draft of business model.

Contents

The student team starts from a business idea that will be confronted with the environment, eg. distributors, potential customer groups and users, suppliers, designers, producers, regulation ... Based on the methodology and in consultation with the coach, the critical building blocks of the business model are mapped and linked.

Initial competences

Final competences

- 1 To be able to collect relevant market/sector feedback on a business idea/concept.
- 2 To be able to conduct qualitative desk research in analysing a sector and in finding relevant business contacts.
- 3 Being able to establish relevant contacts and to interview these contacts to collect qualitative feedback.
- 4 Insight in the key components of the business model concept.
- 5 Insight in the minimal value to be offered to specific customer segments.
- 6 Insight in the key activities and their participants that are necessary to create value.
- 7 Insight in the cost structure implied by the key activities.
- 8 Insight in the revenue model, the facts and hypotheses (cf. also the feedback) underlying a realistic revenue forecast.
- 9 Insight in financing needs inherent to the choices made in the business model.
- 10 Elaborate a written report with a good structure and to the point information.
- 11 Discuss and solve problems as a team efficiently.
- 12 Actively participate in meetings and pursue a balanced division of tasks (solidarity in function of good teamwork).
- 13 Reflect adequately on social, scientific and ethical issues.

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, project

Extra information on the teaching methods

There are coaching sessions for the development of the business model.

There are guided exercises concerning communications skills.

Learning materials and price

Slides and syllabus.

References

Course content-related study coaching

Coaching sessions in team.

Evaluation methods

end-of-term evaluation and continuous assessment

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

Oral examination

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

Examination methods in case of permanent evaluation

Assignment, peer assessment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is not possible

Extra information on the examination methods

The evaluation is based on the following components:

1. Quality of work progress, written communication, presentation and business report.
2. Oral defense of the business report (exam period).
3. The functioning of the group.

Peer Assessment: students will assess their team members. The peerassessment will be taken into account by the coach to give every individual a final score. By a factor below 0,70 the student is further questioned by the titular of the exam. If after this intervention peer remains below 0,70, the student can not succeed (maximum score 7/20).

Calculation of the examination mark

1. Quality of work progress, presentation and business report: 13 points (group result multiplied by the peer). Written communication: 2 points.
2. Oral defense of the business plan (exam period): 5 points.
3. The functioning of the group: if the PEER-assessment score of the student is below 0,7 after the oral exam, the student can not succeed.