

NEXT-GEN START-UP

dream
big.
make it
happen.

Entrepreneurship

Course guide 2026-2027

Semester	Fall (semester 1)
Inholland location(s)	Amsterdam
Inholland faculty	Business Studies
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

Subjects

Subject title	ECTS	Course code
Next Gen Start-up: your businessplan (group)	20	1324BS321A
Entrepreneurship: The Mindset (individual)	10	

Focus on innovation and creating

Entrepreneurship is not about waiting until you're ready; it's about courage, starting and discovering along the way how to make it work. During this minor, you'll get the chance to do something you may have never done before: take the leap. In short: Dare to dream, but above all: dare to act. Discover your entrepreneurial potential!

NextGen Start-up is a 30-EC program focused on developing your entrepreneurial skills. You are in the driver's seat to shape your entrepreneurial mindset. You will do this by bringing a concept to life with your team's start-up. The program is also about understanding the dynamics of the business world. The coaches and guest speakers will inspire with practical insight, compelling stories and challenge you during workshops and masterclasses on relevant topics that you can directly apply. You will learn the fundamentals needed to start and grow your own business, from strategy to execution. You will:

- As a group you will create a concept for an innovative product or service that you will develop, produce, and bring to market.
- Understand and apply the knowledge centre on topics like business strategy, innovation management, marketing & sales, communication, concept development, market validation, law, and finance - essential knowledge for any career.
- You'll develop an entrepreneurial mindset: how to be creative, show leadership, to deal with challenges, think like an athlete, demonstrate courage, build critical thinking skills and to be agile & resilient. For inspiration for your skill set: [guide – Inner Development Goals](#).

We strive to offer you the best possible actionable learning experience.

What do students think about the program

"This minor offers an enriching learning experience that provides valuable knowledge and truly inspiring moments. I benefit strongly from the professors' close, personalized guidance and their real-world experience, which connects learning directly to today's professional environment. Additionally, every week, some guest lectures are held, covering a wide range of topics - from sustainability to inclusivity, strategy, innovation, sales, law, finance and marketing - giving students a broader perspective on current professional challenges. If you are looking for meaningful academic growth and practical preparation for your future career, this is your minor!"

Quote: María Rodríguez Herradón. Rey Juan Carlos University in Vicálvaro-Madrid, program Digital Business Management

Focus on growth

The Dutch economy is known for its startup and entrepreneurial climate. Startups in the tech, gaming, fashion, food and of course in the agricultural area. Starting an innovative business is one thing, ensuring that it grows into a large business is another. Many barriers and obstacles are encountered during this growth process, and few entrepreneurs succeed in overcoming them. This semester explores these barriers but also its opportunities.

Focus on innovation

Copying an idea is one of the easiest way of starting business but one can ask themselves is this distinctive from what's already there in the market? Is it a competitive concept? Starting or changing a business concept starts with having a mindset that is looking for alternatives. Or looking for innovations and a true competitive edge. In this semester we challenge you to explore the opportunities of doing business. Looking for options and operating across one comfort zone.

Focus on you

What about your entrepreneurial behavior? In workshops, company visits, guest lecturers and actionable learning activities you will explore and improve your entrepreneurial competence. Using the workshops, tests and assessments, you reflect on your growth as an entrepreneurial minded person. What do you need to get started? Consider the following:

1. Ready, set, go: The most important reason behind entrepreneurial success? Just start.
2. Do what makes you happy: Focus on what you enjoy and what you're good at.
4. Better every day: Build momentum through small actions. No complaining, just doing.
5. Surround yourself with like-minded people: Your network defines your net worth.
6. Have a growth mindset: Always strive for improvement. See challenges as opportunities.
8. Have a vision: How do you want to positively impact the world?
9. Stay curious: Stay creative and reinvent yourself now and then.

Way we work

At the faculty Business Studies the NextGen start-up team is a group of experienced business coaches and expert lecturers. Many of us have entrepreneurial backgrounds, our knowledge and real-world experience will truly help you move forward.

Traditional classroom settings are not the best way to learn about entrepreneurship. Research has proven that. Our way of working is that we work in sprints (4 per week over 2 days). Short periods of time in which you work on a part of the process of developing a sustainable business concept.

You show initiative, guts: failure is not the end, but a springboard to growth. During the course your coaches will guide you through this process. You will pitch your business concept in a competition setting to business angels. A challenging path where you can only win, as mistakes are learning points.

Guest speakers (each week) will inspire with practical insight, compelling stories and challenge you during masterclasses on relevant topics that you can directly apply.

We expect that you will be at the university on Tuesday and Thursday for physical meetings, guest lecturers, etc.. Outside these days you need time to do company visits, online learning and so. E.g. you will join the COIL program Working across Borders (an online project for 700 participants from all over the world) where you will be a consultant for a global working company. You will advise them on implementing the SDG's. You won't do this on your own, you will be partner in an international team.

What do we ask from you

- You take responsibility
- You communicate and work with passion
- You have the guts to step out of your comfort zone
- You have a critical and analytic view towards process and systems.
- You have the ability to reflect, set goals and develop a view towards entrepreneurship

Learning outcomes

- Business plan: you will develop a business plan, including positioning- and marketing strategy, for your own business.
- Skills: You will develop into a versatile, entrepreneurial business professional. You are critical, collaborative, and possess the skills necessary to run a (personal) business.

- Mindset: You are actively engaged in your own development, continually seek opportunities to learn and grow, and apply new insights to improve your entrepreneurial skills. You are open to change and adapt your strategies to reach your objectives.
- Use knowledge centre and insight in marketing, management, sales, finance and innovation management
- Understanding and insight in Dutch (business) society. Experience Amsterdam for the great city it is for students.

Prerequisites and co-requisites

Some basic understanding of business topics is recommended. An active and entrepreneurial mindset is essential.

Recommended or required reading and/or other learning recourses/tools Most material is online sources. At the start of the course, current books and readings will be mentioned.

Assessment methods and criteria

- Business plan
- Presentations
- Portfolio
- Individual assessments

Lecturer(s)

- Lecturers: Herman ten Cate, Doret van de Kerkhof, Peter Hesselink, Karin Lindenhoivius
- Coordinator: Herman.tenCate@inholland.nl