

Course Title	
Term	Term 1 and 2
Inholland Faculty	Business Finance & Law
Course code	
Inholland location	Diemen / Amsterdam
Cycle	2021-2021
Number of ECTS	30
Language of instruction	English
Course content	<p>Focus on Growth</p> <p>Although the Netherlands has plenty of start-ups, it lags behind when it comes to the number of businesses that grow to a turnover of more than €5 million or 100 employees (source: Gazelles). Whereas many of the Top 100 businesses in the US were started after 1980 (Google, Apple, Microsoft, Tesla, Uber, and so on), the majority of the Top 100 businesses in the Netherlands have been in existence for over 100 years (Philips, Akzo, DSM, Shell, Unilever). This realisation led to the creation of the growth platform NLGroeit.nl and to the establishment of new financing options for this target group in particular.</p> <p>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. In our courses, we use the experience of and insights from the US company Gazelles.com, which helps businesses with their growth process and whose insights are contained in the book <i>Scaling Up</i>.</p> <p>The focus on grow has a two step approach. Step one is that you will analyze in a group a real life case that is giving to you. You analyze the growth issues</p>

	<p>of the case and advice what strategic choices there to make. The second step is that in pairs you advice a real life business on the growth challenges.</p> <p>During this semester there are masterclasses of the Scaling Up company and Stratego consultancy firm.</p> <p>Focus on family</p> <p>At the start of the semester we will pay attention to Family Businesses. Have in mind that 70% of the Dutch companies are family run. 50% of the GNP comes from family run businesses. A part of this is the role of culture in (family) business.</p> <p>Focus on you</p> <p>In the previous mentioned assignments and tasks you are acting in an entrepreneurial environment. But what about your entrepreneurial behavior? In workshops company visits, action research, guest lecturers and activities you will explore and improve you entrepreneurial competence.</p> <p>Using test and assessments you reflect on your growth as an entrepreneurial minded person.</p>
Lecturer(s)	Ahmed Larouz, John van Latum, Erik Hendriks
Learning outcomes	<p>Understand the principles of scaling up.</p> <p>Advice (real life) growing companies.</p> <p>Understand the dynamics of family run business</p> <p>Insight into own capacity as entrepreneur.</p>
Mode of delivery, planned activities and teaching methods	<p>Workshops</p> <p>Team work (Scrum wise)</p> <p>Guest lectures</p> <p>Company visits</p> <p>Real life case studies</p>
Prerequisites and co-requisites (if applicable)	Open mind and good (English) conversation skills.

Recommended or required reading and/or other learning resources/tools	Handbook of Family Business Scaling Up by Verne Harnish Invincible companies & Business Model Canvas (A. Osterwalder cs) Assignments LMS Moodle
Assessment methods and criteria	Written case exam, One page strategic Plan, Portfolio, Assessment