

Course Title	Create your own Start-up		
Term	3+4		
Inholland Faculty	Faculty of Creative Business		
Language of instruction	English		
Cycle	First cycle/undergraduate/Bachelor level		
Inholland Location	Diemen		
Code Subjects	Code	Subject Title	ECTS
	4220CYS01Z	Create your Start-up	7
	4220CYS02Z	Data literacy for Innovators	5
	4220CYS03Z	Finance for New Business	5
	4220CYS04Z	Human Resources Management	3
	4220CYS05Z	Marketing Fundamentals	5
	4220CYS06Z	Social Design Tokenomics	5
Number of ECTS	30		
Content subjects	<ul style="list-style-type: none"> • Create your Start-up • Data literacy for Innovators • Finance for New Business • Social Design Tokenomics • Human Resources Management • Marketing Fundamentals 		
Lecturer(s)	Edwin van der Sleen, John Clancy, Richard John		
Learning outcomes			
Mode of delivery, planned activities and teaching methods	<p>Always wanted to start up your own business? Just do it. In this course we can't guarantee you will create a unicorn, but we'll give you all the tools to achieve success. The course is focused on working together in complementary teams, talking as much as possible to potential customers and understanding how to translate this into real business insights and long-term investment worth- and readiness.</p> <p>During this semester, you will create your own real start-up! We will offer you several study units which will help you through the entire start-up process; from pitching your initial start-up idea, learning how to find relevant data, turning it into a viable (tech based) business model, and knowing how to deal with financial matters, and finally pitching your idea for investment.</p>		

Prerequisites and co-requisites (if applicable)	-
Recommended or required reading and/or other learning resources/tools	Lean startup (Eric Ries)
Assessment methods and criteria	-