

Course Title	Entrepreneurship
Term	Term 3 and 4
Inholland Faculty	Business Finance & Law
Course code	
Inholland location	Diemen / Amsterdam
Cycle	2020-2021
Number of ECTS	30
Language of instruction	English
Course content	<p>This semester you will release your entrepreneurial spirit. With a few fellow students you will develop an idea to a market proven concept. You will own the concept. You are in charge. A variety of lecturers and workshops from experts in the field of innovation will support your creative process.</p> <p>Workshops on entrepreneurial skills will give you insight into your own entrepreneurial qualities. You give input throughout the course to ensure what you study is relevant and meaningful for you. Interaction with a variety of students is key to this course. Team work, workshops, action research, guest lectures and visits to local entrepreneurs and businesses will enhance your knowledge and skills.</p>
Lecturer(s)	John van Latum, Erik Hendriks
Learning outcomes	<p>Understand the principles of innovation.</p> <p>Understand and practice the development of an idea into a real operational concept.</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>
Prerequisites and co-requisites (if applicable)	Open mind and good (English) conversation skills.
Recommended or required reading and/or other learning resources/tools	<p>Innovation Management (E. Huizingh)</p> <p>Business Model Canvas (A. Osterwalder cs)</p> <p>Value Proposition Design (A. Osterwalder cs)</p> <p>Assignments LMS Moodle</p>
Assessment methods and criteria	Written exam, Business Plan, Portfolio, Assessment

