

Entrepreneurship

Course guide 2024-2025

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

Subjects

Subject title	ECTS	Course code
Scaling Up	8	1314OE253
Business Dynamics	6	1314OE252
Individual component	4	1314OE275
Entrepreneurial Behaviour	4	1314OE264
Family Business	4	1314OE251
Professional skills	4	1314OE721

Content subjects

Focus on creating

The Dutch economy is known for its startups. Startups in the gaming, fashion, tech and of course in the agricultural area. Traditionally, the tech and agri startups are connected to science orientated universities, the other areas often arise from universities of applied sciences.

In this course you will create, in a team, a business concept in the business field you choose. During the course you have workshops to guide you through this process. Half way you pitch your business concept in a competition setting to business angels. After the pitch you will enter the market with your business. A challenging path you only can win as mistakes are learning points.

Focus on growth

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).

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.

Focus on family

At the start of the semester we will pay special attention to family businesses. Keep 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.

Focus on you

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 your entrepreneurial competence. Using tests and assessments, you reflect on your growth as an entrepreneurial minded person.

You will find the focuses above in the following courses:

- Family Business: after taking a look at the Dutch situation, you write a paper on the situation in your home country. We will visit companies and receive guests from business.
- Business Dynamics: using the book *Scaling Up*, we will have lectures and guest lecturers on the topics of Strategy, People, Execution and Cash. At the end you are able to make a One Page Strategic Plan.
- Scaling Up:
 - Part one is about creating a business concept, pitching it to Business Angels and bring your business to the market.
 - Part two is taking part in the Working Across Borders project. In this project 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.
- Entrepreneurial Behavior: a list of workshops will help you to develop your entrepreneurial attitude/skills. In a portfolio you present your learning.
- Dutch Language and Culture: together with international students you will learn some basic Dutch, but moreover learn the Dutch culture.
- Individual Component: finally, we ask you to do activities YOU like. Activities of which you think are important for your own development. In the past your colleagues did online courses, short internships, visiting companies, starting own business activities, participate as judge in business competitions, etc.

Crucial in the whole course is that you do things you think are valuable for your own professional development. We regularly have online or offline guest speakers. We intent to socialize after company visits. And at Christmas we have Secret Santa. We strive to get you the best learning experience.

Learning outcomes

- Creating an entrepreneurial mindset, acquiring entrepreneurial skills.
- Knowledge and insight in business and especially family business.
- Understanding and insight in Dutch (business) society.

Mode of delivery, planned activities and teaching methods

The learnings will be in and out of the classrooms. Own responsibility and an active attitude is recommended. Usually, each week there are 3 days of classes at school. Other days are for assignments, company visits, online courses, etcetera.

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

Essay, case exam (design a One Page Strategic Plan), portfolio, assessment.

Lecturer(s)

Lecturers: Herman ten Cate, Laurens van der Sluis and Karin Lindenhovius.
Coordinator and lecturer: Erik Hendriks - Erik.Hendriks@inholland.nl