

**Entrepreneurship: Create
your Start-up**

Course guide 2024-2025

Semester	Spring (semester 2)
Inholland location(s)	Haarlem
Inholland faculty	Creative Business
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

Subjects

Subject title	ECTS	Course code
Start-up portfolio	10	1224OND01A
Entrepreneur skills portfolio	20	1224OND01B

Content subjects

Under the guidance of enterprising teachers, you immerse yourself in the entrepreneurial world. From writing a business plan to creating a minimal viable product (or service). From thorough market research to a multi-year budget: all facets of entrepreneurship are discussed.

Laying the (theoretical) foundation is essential, positioning yourself in the field is just as important. That is why in this track you often go out to conquer the market. You sell yourself and your company in strong pitch battles.

This module goes beyond writing your business plan and pitching. You will actually produce and sell your service or product. This means that you will definitely put your marketing and sales skills into practice.

As a small team, coming up with your own service or product with which you will conquer the market is your first challenge. A good concept or idea is half the battle! You pitch this to an expert jury and the best ideas will ultimately form the basis for a start-up. Has your team's idea been chosen to continue? Then brace yourself, because you can write vacancies for the other director positions. With four or five students you form the management of the company, with each director having a specific responsibility: General Manager, Financial Director and also directors in the areas of Product, Sales & Marketing.

Really realizing your service or product is the biggest challenge. First you will design prototypes according to the design thinking methods and test them several times with your target group. The continuous improvements lead to a Minimum Viable Product, with which you can enter the market. And of course you will have to generate money to really realize this. You can dig into your own pockets for this, but you should also really look for shareholders who are willing to invest in your company. Production can begin once the necessary capital has been acquired.

Your own website and social media channels are of course essential to reach your target group. After weeks of hard work, the actual sale of your products or services is really the icing on the cake! And will your team manage to sell all stock before the end of the module? That is your big challenge.

Learning outcomes

- The student can devise and develop creative and innovative concepts.
- The student can conduct design-oriented research to develop and test products or services.
- The student can conduct market research in an objective manner and market a service/product.
- The student can make a financial plan for a start-up.
- The student can devise and implement marketing and sales activities that are appropriate for the target group.

Mode of delivery, planned activities and teaching methods

Face-to-face and online lectures, masterclasses and guest lectures, coaching sessions in smaller groups.

Prerequisites and co-requisites

Basic knowledge of financial management.

Recommended or required reading and/or other learning recourses/tools

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Assessment methods and criteria

Portfolio

Lecturer(s)

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