Hier vind je de beschrijvingen van de vakken in de minor. Meer inhoudelijke informatie over de minor vind je op minor.vu.nl.
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Enterprising Behavior

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**Doel vak**

L1. The student is able to analyse an EB-related practical case, and provide a theoretically sound advice. (Academic Skills)

L2. Students gain a basic understanding of concepts in Entrepreneurial Behaviour, and are able to analyse, compare, and apply these concepts. (Knowledge)

L3. The student is able to apply EB concepts to a practical enterprising-related problem. (Bridging Research and Practice)

L4. The student is able to work in a small team, and is able to orally present a case assignment that encompasses a theoretical analysis and practical advice based on an EB-related problem. (Social Skills)

L5. The student further develops his/her communication skills in writing by actively improving English writing skills. (Broadening your Horizon)

L6. The student is able to critically reflect on his/her individual and team performance during the course, and he/she is able to use EB concepts in order to illustrate reflection with theoretical arguments. (Self-Awareness)

**Inhoud vak**

This course takes an Opportunity-centred approach to enterprising behaviour (OCE). This distinctive approach to learning focuses students on the human behaviours used in thinking, learning, decision-making, working and managing in entrepreneurial ways. Students will learn about and experience thinking and acting as enterprising individuals using real-world learning cases, through which they can develop the skills and confidence to recognize, create and act effectively on opportunities. These competencies are the basic building blocks for a future enterprising career.

**Onderwijsvorm**

The format of instruction is lectures and tutorials.

**Toetsvorm**

Assessment is based upon individual and group assignments.

**Literatuur**

Filming Entrepreneurship

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**Doel vak**

Academic Skills: The student is able to question predominant ideas about entrepreneurship, and form their own. They are able to communicate these ideas visually, i.e. through moving images.

Knowledge: Students have a deeper and enhanced understanding of entrepreneurial ‘real’ life, and the various presumptions attached to the phenomenon.

Bridging Research and Practice: The student will have experienced various facets of entrepreneurial ‘real’ life.

Social Skills: The student is able to work in a small team.

Broadening your Horizon: The student is able to come up with and explore a (divergent) set of ideas (rather than focus on just one idea/solution), and play with perspectives.

Self-Awareness: The student is able to be curious, and to (critically) reflect on his/her own ideas about entrepreneurship, in relation to extant entrepreneurship knowledge.

**Inhoud vak**

This course aims at facilitating students in experiencing, exploring, discovering and ‘reporting’ about entrepreneurship as a real-life and dynamic phenomenon and as an on-going process. Likewise, your ability to look, think, and report in a ‘visual’ way will be stimulated. In this course, we break with linear conceptualizations of entrepreneuring as a ‘neat’, straight road to success, a correct execution of a sound plan, based on a good idea, a well-spotted opportunity, or other such dominant (abstract) ideas. Instead, we are going to play with other, perhaps not so common ideas about entrepreneurship. During this course, you (in pairs) create a (short) film about entrepreneurship so as to ‘activate’ your own curiosity, and to – visually – communicate your ideas and perspectives.

**Onderwijsvorm**

Interactive lectures and work group meetings

**Toetsvorm**

Assignment 1: short film (group assessment)
Assignment 2: individual paper (individual assessment)
Mandatory attendance work group meetings
Doel vak
Academic skills: Students are able to critically analyze the opportunities and constraints that shape entrepreneurship in different contexts using insights from academic literature, and can provide theoretically sound recommendations for overcoming key management challenges faced by entrepreneurs.

Research skills: Students are able to conduct a feasibility study of a new business idea that validates the proposed customer needs and market potential by systematically collecting, analyzing, and reporting relevant data.

Knowledge: Students understand the core theories and concepts in the field of entrepreneurship, they are able to analyze, compare, and apply these theories, and are knowledgeable about the different types of entrepreneurship and the process of launching new entrepreneurial ventures.

Bridging theory and practice: Students are knowledgeable about the importance of entrepreneurship in the 21st century global economy as well as recent developments in entrepreneurial activity across different contexts, and are able to apply entrepreneurship theories and concepts to identify solutions for management challenges faced by real world entrepreneurs.

Social skills: Students are able to work effectively in teams and are able to orally present their own business ideas as well as solutions to assignments that require them to develop a theoretical analysis and practical recommendations regarding entrepreneurship-related management problems.

Inhoud vak
Foundations and Forms of Entrepreneurship is an introductory course for students who like to learn about entrepreneurship, its role and importance in our society, and the process by which entrepreneurs transform new ideas into successful business ventures. Entrepreneurship is commonly associated with the creation of new businesses, but it also captures a distinct mindset that is valuable across a wide range of contexts. In this course, students learn to understand and apply basic
theories from economics, sociology, and psychology to study key topics in entrepreneurship. These include the role of entrepreneurship in economic growth; traits, motivations and behaviors of entrepreneurs; the process of identifying, evaluating and exploiting entrepreneurial opportunities; business planning and financing for new ventures; managing growth and founder-CEO succession; social entrepreneurship and corporate entrepreneurship. Theoretical understanding of these subjects is applied to real world cases focusing on key management challenges faced by entrepreneurs, and a team project in which students conduct a feasibility study to validate the customer needs and market potential for a new business idea.

**Onderwijsvorm**
Lectures
Tutorials

**Toetsvorm**
Assignments – Group assessment
Assignments – Individual assessment
Written exam – Individual assessment
Mandatory attendance tutorials and (guest) lectures

**Literatuur**
Textbook
Selection of articles and cases

**Vereiste voorkennis**
Students must have completed at least 90 EC of their own Bachelor programme.

**Overige informatie**
This course is the first course of the SBE Minor in Entrepreneurship.

**Internship Minor Entrepreneurship**

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**Doel vak**
Academic Skills
• Ability to examine and understand problems from different perspectives;
• Ability to put forward well-founded, substantiated points of view, both in spoken and written format;
• Ability to apply acquired knowledge to other problems and in other contexts.

Research Skills
• Ability to translate practically relevant problems into (academically)
relevant research questions;
• Ability to design and execute a project using a systematic, analytical approach in a real business environment (of profit or not-for-profit organizations).

Knowledge
• Have specialized, in-depth knowledge and insights about the minor theme;
• Ability to make connections between theories, models, and concepts of that specific minor theme/discipline.

Bridging Theory and Practice
• Ability to apply theoretical knowledge in a specific organizational context;
• Ability to formulate relevant recommendations for practice based on your knowledge acquired;
• Have a better understanding of what the expectations of the academic and professional field are in terms of knowledge and skills needed;
• Have awareness of the various career opportunities the field offers.

Social Skills
• Have a better understanding of roles and needs of different types of stakeholders that you need to interact with as a professional;
• Ability to work well in a team and reflect on your own role in the team.

Self-awareness
• Ability to reflect on your own responsibilities as well as others;
• Ability to reflect on your personal development;
• Ability receive and are able to deal with feedback from others.

Inhoud vak
Increasingly organizations and maybe even your future employer are looking for experience as well as academic credentials. The School recommends doing an internship, because it is an excellent way to apply the knowledge and (academic) skills which you acquired during your studies. Your most important learning goal as a student-intern is to familiarize yourself with professional and market-related skills in a real and new organizational environment. With the job market becoming increasingly competitive, gaining relevant experience will give you a good start into your professional career.

Companies offer a wide range of internships in various disciplines. What is crucial in obtaining approval for your internship and eventually obtaining your study credits, is that there is a clearly defined project that allows you to fulfill the learning objectives. Also, the project needs to allow for an individual assessment.

It is possible to replace two of the courses in the Minor Entrepreneurship by an internship that will be supervised by one of the lecturers of the courses. An internship counts for 12 EC: it replaces one out of the two courses “Enterprising Behavior” and “Filming Entrepreneurship” (both in period 2) in combination with the course “New Venture Creation” (in period 3). Internships should be aligned with the topics of the minor and should be initiated by students.

Finally, note that in order to obtain your internship credits, your internship has to be pre-approved by the minor coordinator and supervised by a School member that is assigned to you by either the
minor coordinator.

**Onderwijsvorm**
On-site Internship

**Toetsvorm**
Internship report - Individual assessment

**Vereiste voorkennis**
Courses related to the minor

**Overige informatie**

IMPORTANT:

• Subscription to the internship through VUnet is not possible.

• CONTACT THE MINOR COORDINATOR as soon as you have an INITIAL proposal for the internship. Approval of the minor coordinator is essential in order to be able to do a minor internship.

• The general internship manual will be available through VUnet (including more details on a time plan and practical matters). CAREFULLY READ THE MANUAL ON VUNET (go to Services > Degree programme > Internship, or Serviceplein > Opleidingsprogramma > Stage). The manual will provide more insights in what is exactly expected in terms of your internship proposal, the concrete requirements, and the related time line of activities.

• After completing the internship the subscription to the course as well as the registration of the result will be done by the back office.

**New Venture Creation**

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**Doel vak**
In this course students create a business plan for a start-up venture based on knowledge provided in the previous courses of the Entrepreneurship minor (bridging theory and practice).

The student will first learn to systematically identify and evaluate entrepreneurial opportunities. A business opportunity is developed using the business model canvas. The student is able to use brainstorming and creativity in the process.

The student teams will test the business idea by collecting and
analysing data to support the idea in the business plan and validate a possible investment in the business (quantitative skills). As part of the validation of the idea the concepts of sustainability, valorisation and technology will be used to categorise and demonstrate the economic feasibility of the idea. The course results in a business plan critical for successfully introducing a knowledge-driven innovation to the market.

The student cooperates with others in a team and presents and defends the business idea. Interviews and discussions with stakeholders of the business like investors, possible customers and partners gives insight in the context and validity of the idea. (social skills). The student will present the business plan to a panel of experts and entrepreneurs and learn to judge and evaluate different business plans (bridging theory and practice). Reflection on the process of developing a plan at the end of the course will result in feedback on what the student learned, what choices he/she made and how he/she was learning in the group (self awareness).

The course will challenge the student to use the skills and knowledge from previous courses and experiences. The course expects the students to interact with professionals from the community of entrepreneurs and business developers and society at large.

**Inhoud vak**
What is a startup and what does the entrepreneur do and what characterizes good, structured and effective business development?

In this course students work to create a business plan to validate a business idea in an iterative process. During this process business- and entrepreneurial theories are used in a context specific application.

In order to invest in a plan (this investment can be time, energy, knowledge, network and money) an entrepreneur needs to constantly learn and reflect and put this experience in his business and his business plan. A start-up will iterate, get feedback and change course during its development. These iterations are part of the course where feedback from professionals and coaches are integrated.

Business model version 4.0 is presented by Prof Enno Masurel and used to create a valid strategy to connect the needs of the customer with the value proposition and the required resources. Also the aspects of competition and sustainability are researched and connected to the overall aim of the business. Students will use valorization of new technology and academic knowledge to bridge the gap between research and practice. In the course students are challenged to think of alternative forms of financing such as crowd funding, subsidies and business angels to finance the business.

As the investors expect the business to create a return on investment the students will generate market knowledge about the customer needs, the product market fit and the growth potential. To make the business plan ready for evaluation by investors and stakeholders Investment analysis is an essential part of the business plan development.

The students will present to a panel of experts, entrepreneurs and investors. They will give feedback with a market perspective and based on their experience.
Onderwijsvorm
Lectures and tutorials.

Toetsvorm
individual and group assessment

Literatuur
Required Reading:

Additional (required) materials will be announced via Canvas.

Aanbevolen voorkennis
Basics of business administration or economics.

Doelgroep
Students of the minor in entrepreneurship and other third year students with an interest in business.

Strategic Management of Technology and Innovation

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Doel vak
Academic skills: In this course students learn to critically evaluate innovation management concepts from academic literature and popular management press.

Knowledge: In this course, students gain theoretical understanding concerning:
- innovation types and the external innovation environment including innovation trajectories, standards, platforms, and ecosystems
- the development of innovation strategies and their operationalization in project selection, collaboration, and protection
- the product development process and organizational conditions for innovation

Bridging theory and practice: The course offers insight in the strategic importance of technological innovation for firms and society, recent developments in technology and innovation, and helps to develop skills to analyze real life cases.

Inhoud vak
This course focuses on the strategic management of technology and innovation. Innovation refers to the development and implementation of new products, services, processes and business models and many of those innovations are enabled by technological developments. Innovation is crucial for business organizations to stay competitive in ever changing markets. In this course, students learn to understand and apply basic theories behind the processes of technology-based innovation within organizations and their environments, the development of innovation strategies, and the organizational implementation of innovation strategies. Theoretical understanding is applied in a simulation game and real life cases focusing on managerial dilemmas in the management of innovation.

**Onderwijsvorm**
Lectures  
Tutorials

**Toetsvorm**
Individual assignment  
Group assignments  
Written exam

**Literatuur**
- Selection of academic articles (listed in course manual)  
- Lectures, tutorials, and lecture slides