Minor Entrepreneurship
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Entrepreneurship Industry

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<td><strong>Period</strong></td>
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<td><strong>Credits</strong></td>
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<td><strong>Language of tuition</strong></td>
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<tr>
<td><strong>Faculty</strong></td>
<td>Faculteit der Sociale Wetenschappen</td>
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<tr>
<td><strong>Coordinator</strong></td>
<td>dr. P.C. van der Sijde</td>
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<tr>
<td><strong>Teaching staff</strong></td>
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<td><strong>Teaching method(s)</strong></td>
<td>Lecture</td>
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**Course objective**

During this course students will be challenged to think about the relationship between the topic of their “Major” (e.g. IT, Medicine, Law, Business Administration) and the domain of entrepreneurship and develop an understanding of how individuals trained in their disciplinary field can contribute to the development of a better entrepreneurial climate in a specific region or sector.

As such they learn:
- About the role and function of specific actors in the entrepreneurship industry and how these can stimulate and facilitate entrepreneurs and the development of an entrepreneurial climate.
- To interpret and analyze entrepreneurial activities from a social science perspective.
- To reflect on their own potential role in the entrepreneurship industry given their disciplinary background and knowledge.

And they develop:
- An interest in entrepreneurs and entrepreneurial behavior in a variety of contexts.
- A more entrepreneurial mindset.
- Intellectual integrity and self-reflexivity.

**Course content**

The focus in the course is on topics of entrepreneurship and innovation that professionals encounter in their day-to-day encounters with entrepreneurs and entrepreneurship (business of science, commercialisation, (open) innovation, intrapreneurship, policy issues).

**Form of tuition**

Lectures, workshops

**Type of assessment**

Term paper; practical assignments; active participation in IP workshop

**Course reading**

Series of article and cases, to be announced on BlackBoard.

**Entry requirements**

Participation in Introduction in Entrepreneurship

**Target group**

Students of the Minor Entrepreneurship, exchange students
Introduction Entrepreneurship

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**Course objective**
After completing the course students will:
- Be familiar with the key concepts of the domain of entrepreneurship research.
- Have developed knowledge and insight into the core processes of entrepreneurship as the pursuit of opportunities.
- Have developed an understanding of the function and position of entrepreneurs and entrepreneurship in society.
- Have developed an understanding of different theoretical perspectives of entrepreneurship as a field of research.

In relation to the development of skills they have developed the ability to:
- Formulate arguments in group discussions.
- Critically reflect on the literature.
- Meet with and discuss entrepreneurship related topics with entrepreneurs in various sectors.

**Course content**
This course lies the theoretical foundation for the Minor programme. Students are introduced to the basic concepts of entrepreneurship (opportunities, entrepreneurial process, role of the entrepreneur in the entrepreneurial process) and different theoretical visions (e.g. Schumpeter, Kirzner, Hayek, Zahra, Venkateraman, Shane).

**Form of tuition**
Interactive lectures. Students prepare for the lectures by studying selected reading materials and by preparing a number of individual assignments or group based assignments such as preparing and analysing interviews with entrepreneurs and professionals working with entrepreneurs; analysing policy reports and conducting international comparisons.

**Type of assessment**
Active participation, Completion of assignments, written exam

**Course reading**
To be announced

**Target group**
Students of the Minor Entrepreneurship, bijvakers, exchange

Enterprising Regions
Course objective
After following the course students are/have:

1. Familiar with different scientific theories and approaches of entrepreneurship from an embeddedness perspective.
2. Developed different theoretical perspectives on the principle of embeddedness, regional development and globalizations within the process of entrepreneurship.
3. Capable in scientifically discussing and critically analyzing the concepts, both their interconnectedness and differences.

In terms of development of skills, after following this course students can/are able to:

4. Name, analyze and apply the theoretical knowledge within two different empirical case studies of a) regional development and b) globalization within entrepreneurial regions.
5. Present their individual results and conclusions to a public demonstrating their insights into the matters.

Course content
Entrepreneurship is not an isolated process instigated and executed by individuals but occurs between social actors within heterogenic communities and the social context. This relation is often described as the ‘embeddedness’ perspective. The concept of embeddedness, wherein economical systems are considered to be embedded in social relationships, is the theoretical perspective through which we study and explore two empirical areas under discussion within the field of entrepreneurship: a) regional development and b) globalization. In this course we focus on how the societal, cultural, institutional and geographical embeddedness influence the processes of individual entrepreneurs, entrepreneurial communities, regional clusters and even national systems. In this course students develop specific theoretical as well as empirical knowledge about the socio-cultural and structural embeddedness of entrepreneurs and their regions.

The focus in this course is on the embeddedness of the entrepreneur/enterprise and the regional (societal) context. Key questions addressed in this course are why some regions are more entrepreneurial than others?; how different forms of entrepreneurship are associated with pressures towards localization and regionalization? Equally we look into and compare, the development and exploitation of entrepreneurship and entrepreneurial processes in regions of Europe, South-East Asia and Africa.

Form of tuition
Interactive lectures, “Fieldwork”
Type of assessment
Students’ knowledge and insight will be tested through a case study project in which they study a specific entrepreneurial region on the basis of both academic literature, archival records and interviews with relevant players.

Individual assignments consisting of
- A two-page review of a scholarly publication relevant for the development of the theoretical chapter of the group case study report (10%, no resit possible).
- A five-page summary of the findings of students’ contribution to the data collection and analysis (this could either be a report of an interview with an entrepreneur or a policy maker, a summary of a policy report or analysis of statistical information about the region under investigation) (20% resit possible).
- An individual discussion and conclusion chapter to the group case study report (20%, resit possible).

A group case study report in which a region is analyzed with regard to its enterprising activities in terms of one or more of the theoretical approaches discussed in the course. This case study report will have to consist of an introduction and problem statement, theoretical framework (based on an integration of the individual contributions), method, description of the case, results of the analysis. (50% resit possible)

Both the combined grades for the individual assignments and the grade for the the group report have to be sufficient in order to pass the course.

Entry requirements
For this course, Entrepreneurial Regions, the course of Introduction to Entrepreneurship is a prerequisite. The other courses in the Minor Entrepreneurship are highly recommended.

Target group
Students of the Minor Entrepreneurship, exchange students

Entrepreneurship and Networks

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<tr>
<td>Coordinator</td>
<td>dr. ir. M.P.J. van der Gaag</td>
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<tr>
<td>Teaching staff</td>
<td>dr. I.A.M. Wakkee, dr. ir. M.P.J. van der Gaag, drs. A.M.C.E. Stam</td>
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Course objective
After participating in this course students:
- Have developed knowledge and insight on the role and use of social networks for entrepreneurs throughout the entrepreneurial process.
- Have knowledge and are familiar with key concepts of social network theory.
- Be able to recognize relevant network relations for given entrepreneurial roles and tasks.
- Are able to conduct a small network analysis for an entrepreneur and provide basic advice to the entrepreneur on the basis of their insight into network theory.

**Course content**
The focus in this course is on the role and dynamics of social networks in the entrepreneurial process. The relevant theories are discussed (strong ties/weak ties, embeddedness, generation legitimacy) and their effect on the recognition of opportunities, the building of a resource base and the generation of legitimacy for novice and experienced entrepreneurs. The concept social capital will be discussed in terms of both positive and negative effects for the entrepreneur. Using such knowledge students will be challenged to conduct an ego-network analysis for an entrepreneur.

**Form of tuition**
Lectures, practical instructions, workgroups.

**Type of assessment**
After five weeks students have to take a written exam to assess their understanding of the literature and key theories. Furthermore students work in pairs on a larger research assignment consisting of an ego-network analysis of an entrepreneur to be finished with a written report at the end of the course.

**Course reading**
Entry requirements
Introduction in Entrepreneurship

Target group
3rd year students

Entrepreneuring in Amsterdam

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Course objective
The aim of the course Entrepreneuring in Amsterdam is to integrate knowledge and insights accumulated in the preceding courses and apply these to the study of a local entrepreneurial initiative that is initiated or supported by local policy makers and various players in the civil society.

Course content
The focus in this course is on entrepreneuring in Amsterdam. Students will be acquainted with entrepreneurship (policy) issues in the context of a large city. The key question addressed in this course is how policy makers and key players in the civil society stimulate specific forms of entrepreneurship such as urban entrepreneurship, social entrepreneurship and green / environmental entrepreneurship in order to address and cope with contemporary social challenges.

Form of tuition
Introductory lecture, guest lectures, workgroups/ feedback sessions and fieldwork.

Type of assessment
Project report including policy recommendations (group assignment; 60%)
Individual reflection report (individual assignment; 30%)
Presentation of the results (group assignment; 10%)

Students have to receive a sufficient grade for both the group report and the individual reflection report in order to pass the course.

Course reading
- Higher Education in Regional and City Development - Amsterdam, The Netherlands. Paris: OECD

Entry requirements
Students who enroll in the course Entrepreneuring in Amsterdam are expected to have also followed the preceding courses of the Minor in Entrepreneurship. Participation in Introduction Entrepreneurship is
mandatory.

**Target group**
3rd year students