

| Educational Programme | | | Entrepreneurship 2013-2014 | | | | |
|---|--|---------------------------------------|----------------------------|---------------|---|-------|---|
| Code | IBMEPR12 R3 | ECTS | 3 | Year of Study | 3 | Block | 4 |
| Contact Hours per Week | | | 3 Contact Hours | | | | |
| Study Load | | | | | | | |
| | Contact Hours | 17 hours (8 weeks 1 x 3 x 50 minutes) | | | | | |
| | Literature Reading | 10 | | | | | |
| | Self Study | 7 | | | | | |
| | Coursework | 50 | | | | | |
| | Exam | None | | | | | |
| | Total | 84 | | | | | |
| ROM | | | | | | | |
| | Knowledge driven and practice driven | | | | | | |
| Contribution to IBMS Profile/ Competencies | | | | | | | |
| International Business Competencies | | | | | | | |
| – International Business Awareness level 3 | | | | | | | |
| – Intercultural adaptability level 3 | | | | | | | |
| General Management Competencies | | | | | | | |
| – International Strategic Vision Development level 3 | | | | | | | |
| – Entrepreneurial Management level 3 | | | | | | | |
| Functional Key-Areas Competencies | | | | | | | |
| – International Marketing Management level 3 | | | | | | | |
| – International Operation Management level 3 | | | | | | | |
| – International Accounting and Financial Management level 3 | | | | | | | |
| Interpersonal competencies | | | | | | | |
| – Leadership level 2 | | | | | | | |
| – Co-operation level 2 | | | | | | | |
| – Communication level 3 | | | | | | | |
| Task-oriented competencies | | | | | | | |
| – Analysing and information processing level 3 | | | | | | | |
| – Creative problem solving level 2 | | | | | | | |
| – Planning and organising level 3 | | | | | | | |
| Intra-personal competencies | | | | | | | |
| – Learning and self-development level 3 | | | | | | | |
| – Ethical responsibility level 2 | | | | | | | |
| BBA standard | The ability to seek and evaluate business opportunities. The ability to know if the student is capable/motivated to become an entrepreneur. | | | | | | |
| Dublin Descriptor(s) | | | | | | | |
| | Knowledge and understanding Applying knowledge and understanding Making judgements Communication Learning skills | | | | | | |
| Relation with other modules/subjects | | | | | | | |

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| | IBMEM12R3 Emerging Markets Project Management (Junior Enterprise) IBMMK308R2 year 2 Applied Marketing Placement Finance (IBMFA108R1, -208R1, -12R3) Business Law (IBMBL112R1, - 212R1) All minor programmes | | |
| Learning Tracks | | | |
| | Market | | |
| Starting Level | | | |
| | Year 3 | | |
| Learning Objectives | | | |
| <ul style="list-style-type: none">- Understand Entrepreneurship- Knowledge of soft and hard skills of an entrepreneur.- Can assess risks in relation to new opportunities.- Understands the challenges of entrepreneurship- Can apply marketing, finance, logistics and other business issues to new opportunities.- Can assess the importance of entrepreneurship in emerging markets.- Create opportunity for thesis subject and future business.- Recognize and act on opportunities (speed) with the long term in mind (vision)- Learning to think in "solutions" instead of "problems"- Focus on results- Create passion and commitment (no guts no glory) | | | |
| Learning Outcomes | | | |
| <ul style="list-style-type: none">-1- A business plan to prove that students master the elements of a feasible business model for a new venture-2- A reflection on individual entrepreneurial management capabilities | | | |
| Instruction Method(s) | | | |
| | Central lectures, group consultations and guidance for personal evaluation | | |
| Assessment Method(s) | 1. Group work, making business plan. Peer evaluation will determine the individual grade. 2. Personal essay about being an entrepreneur or being entrepreneurial | Assessment/Exam in week | 1. Group work <u>week 7</u> Presentation <u>week 8</u> Hand in business plan 2. Personal essay <u>week 8</u> Hand in essay |
| N@tschool | Publication of course outline and teaching materials. Group work will be facilitated. | | |
| Structure Grading | | | |

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| | Weight | 1. Group work assignment -> 100% 2. Personal essay -> Pass/Fail |
| | Minimum requirement | The group work grade for every individual student must be minimum 55 and a pass for personal essay. |
| | | |
| (Required) Attendance | | |
| 100% | | |
| Short outline of Educational Unit | | |
| Two way stream: 1. development of a business as an entrepreneur 2. development of the person (being entrepreneurial or being an entrepreneur) | | |

| Content and planning of lectures and exams/assessments | | | | | |
|---|---------|---------------|------------------------------|------------------------------|---|
| Bkck Wk | Sst (#) | Con t. Hou rs | Instructio n Methods / Exams | Group Size Theory/P ractical | Content/ Subjects (x) |
| 1 | 8 | 1 x 3 | | 30/5 | Introduction: -The place of the module in the curriculum -Structure and organisation of the module and the business plan. -The entrepreneur versus the company -Link Emerging Markets and Project Management -Organisation -Business planning <i>How to start a business (legal form, challenges, choosing business partners, e.g.)</i> Proposal: First outline of the plan and defining the market (product, target group and needs). |
| 2 | 8 | 1 x 3 | | 30/5 | Discussing successful entrepreneurs The 7 habits-An Overview Consultancy Business description <ul style="list-style-type: none"> • Legal status • Vision/Mission • USP • Place in the value system/chain |
| 3 | 8 | 1 x 3 | | 30/5 | Private Victory => Habit 1, 2 & 3:going from dependence to independence Consultancy Environment <ul style="list-style-type: none"> • Industry background • Competitive analysis Market analysis & STP |

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| 4 | 8 | Seminar | | All groups | Seminar: differences between being an entrepreneurial manager and being a managing entrepreneur. |
| 5 | 8 | 1 x 3 | | 30/5 | Public Victory => Habit 4, 5 & 6: going from independence to interdependence Consultancy SWOT -> Strategic objectives Final implementation plan <ul style="list-style-type: none">Marketing-mixMilestones Finances |
| 6 | 8 | 1 x 3 | | 30/5 | Renewal: Habit 7 Consultancy Overview, conclusions and implications |
| 7 | 8 | 1 x 3 | | 30/5 | Presentations & feed back |
| 8 | 8 | 1 x 3 | | 30/5 | Consultation per group and/or individual. Hand in assignments -Group: business plan -Individual: Personal essay |
| 9 | | 2 | Not applicable | | See www.hint.hro.nl for exam schedules |
| 10 | | 2 | Not applicable | | See www.hint.hro.nl for exam schedules |
| (#) sst = self study (*) gs = Group size | | | | | |
| | | | | | |
| Facilities/classroom | | | | | |
| | | | Beamer, PC, internet and N@tschool | | |
| Remarks | | | None | | |
| N@tschool | | | Will be used for publication of the course outline, report-, assignment-, essay uploads and portfolio. | | |
| Literature and Aids | | | | | |
| Title | | | | | |
| | | | <ul style="list-style-type: none">- Creating a Business Plan (Harvard Business School Press)- The 7 Habits of Highly Effective People (powerful lessons in personal change)- Global Strategic Management | | |
| Type | | | | | |
| | | | Book and readings | | |
| Compulsory literature | | | | | |
| | | | Yes | | |
| ISBN | | | | | |

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| | 978-14-22-11885-6 (Creating a Business Plan) 978-07-43-26951-3 (The 7 Habits of Highly Effective People) 978-0-324-59098-2 (Global Strategic Management) |
| Author(s) | |
| | Harvard Business School Press: (Creating a Business Plan) Stephen R. Covey (The 7 Habits of Highly Effective People) Mike W. Peng (Global Strategic Management) |
| Publisher | |
| | Harvard Business School Press Free Press South Western Cengage learning |
| Year | |
| | Latest versions are recommended |
| Information/Lecturers | |
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