

COURSE GUIDE



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- Global entrepreneurship MB-GLOBENT-14
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- Term A-B and C-D
- Minor
- Full-time
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Global entrepreneurship Business and Management Studies

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Contents

1	Course Description	2
2	Course Goals and Learning Objectives	3
3	Place in the Curriculum and Related Courses	4
4	Study Burden	4
5	Pre-requisites	4
6	Exemption Possibilities	4
7	Competencies	5
8	Didactic Forms	7
9	Assessment	7
10	Course Material and Literature	9
11	Course Evaluation	9

1 Course Description

Global Entrepreneurship (MB-GLOBENT-14) is a 10 ECTS course covering two blocks (20 weeks). You will be taught the basics of global entrepreneurship by creating a business design for a business that maximizes impact socially, environmentally, economically and financially (People Planet Profit) in an emerging economy.

The course has several “tracks” related to global entrepreneurship:

- entrepreneurial skills and tools
 - o innovation
 - o execution
- business design
 - o attractiveness
 - o viability
- product/service design
 - o feasibility
 - o desirability
- illustration
 - o presentation
 - o substantiation
 - o user experience

2 Course Goals and Learning Objectives

2.1 *Primary goal of the course:*

- to teach you how to design and implement a new business in an emerging economy in such a way as to maximize the impact of that business;
- to have you experience what it is to be an entrepreneur and to deal with the uncertainty and confusion of the entrepreneurial environment.

2.2 *Learning Objectives:*

- create a business design based on facts by:
 - o evaluating a new market or industry and finding business opportunities therein;
 - o identifying and analyzing customer needs or wants for new products and services and translate these in a viable value proposition;
 - o overcoming social, cultural and language barriers in doing business abroad;
 - o finding your way in new and strange situations and work closely with others in groups;
 - o creating maximum impact by networking, partnering and leveraging strength with opportunities;
 - o convincing stakeholders of the relevance of your ideas.

3 Place in the Curriculum and Related Courses

The course Global Entrepreneurship is given in Block A and B (C and D) as part of the minor 'International Business for Emerging Markets'. The course helps students put theory into practice.

4 Study Burden

The total study burden will consist of:

4.1 *Contact hours*

Workshops, projects and feedback(14 sessions x 6 hours) 84 hrs

4.2 *Self-study hours*

Study	50 hrs
Research	50 hrs
Assignments	50 hrs
Website making and reporting	30 hrs
Presentations	8 hrs
Exam participation	8 hrs
Total hours	280 hrs

5 Pre-requisites

None

6 Exemption Possibilities

None

7 Competencies

This course contributes to the development of the following entrepreneurial competencies:

7.1 *General description:*

The requirements for development of the entrepreneurial competencies are met when the bachelor student:

- can identify trends in the external environment and translate these into superior value propositions for customers and stakeholders* in line with the strategic goals of the organization;
- can create value for the organization, customers and society, reckoning with the organizational and social risks, utilizing the strength of the organization and the available resources and taking into account the interests of customers and stakeholders*;
- can present choices made and substantiate and justify them.

*Stakeholders such as: employees and management; distributors; suppliers; partners; investors and financiers; society and the environment.

7.2 *Characteristics of an entrepreneurial attitude:*

the prospective entrepreneur:

- recognizes business opportunities and exploits them,
- has a vision for the future of the business and disseminates that vision,
- bases his or her views on facts,
- knows how to persuade and builds lasting relationships,
- makes decisions and can justify them;
- takes personal risks when necessary,
- thinks "out of the box",
- cooperates in networks and seeks (international) cooperation,
- acts responsible when dealing with risks in business, law and ethics,
- has both extrovert traits:
 - is energetic, creative, persistent and slightly self-confident,
- and introvert traits:
 - is investigative, reflective, curious, cautious, and empathetic.

7.2.1 *Characteristics of entrepreneurial skills:*

the prospective entrepreneur:

- can, based on research:
 - define a market opportunity,
 - formulate a fitting value proposition,
 - test the value proposition in the marketplace,
 - make a business design which can be used to realize the value proposition in the marketplace,

- can view the proposed value proposition and business design from the perspective of customers and stakeholders and present it to them,
- knows how to translate a proposition in terms of "impact" related to:
 - material/financial profitability;
 - social/civic profitability,
 - sustainability,
- can recognize, develop and combine opportunities for innovation related to:
 - use of technology,
 - customer value and value proposition,
 - business models,
 - organizational processes,
 - marketing and communication techniques,
 - (supply) chains and relationships,
 - (social) networks,
 - social and civic responsibility,
 - sustainability,
- overcomes obstacles and bridges barriers;
- know how to manage risks,
- can balance costs and benefits with each other,
- can generate income and market concepts, products and services.

7.2.2 *Characteristics of knowledge in the field of entrepreneurship:*

the prospective entrepreneur:

- is aware of the latest developments in the field of "business building" and "fact-based business design" for a new or existing business, using the methods:
 - Design Thinking (Tim Brown)
 - Business Model Canvas (Osterwalder and Pigneur)
 - Lean Startup (Eric Ries)
 - Lean Launchpad (Steve Blank)
 - Effectuation (Saras Sarasvathy)
 - Blue Ocean (Kim and Mauborgne)
 - Market Definition (Derek Abell)
 - Customer Value & Value Proposition (Day and Thomson);
- has the necessary insights in:
 - Innovation Management,
 - Risk Management,
 - Supply Chain Analysis,
 - Business System Design,
 - Market Attractiveness Analysis,
 - Stakeholder Analysis,
 - Business Environment Analysis,
 - Corporate Law and Tax Law,
 - Financial Statements,
 - Financial Management,
 - Business Valuation and Finance.

8 Didactic Forms

Albert Einstein already declared: **"I do not teach anyone I only provide the environment in which you can learn"**. Same can be said for the didactic model of the course. It is designed according to the "flipped classroom" concept. This means that you are provided with on-line materials and assignments and you need to study and practise by yourself before you come to class. In class you will put the theory into practise by working on your business cases and project assignments. So there will be less teaching and more learning.

To achieve the primary goal of the courses, you will be challenged to find your own solutions to new and existing problems and to create value by looking at business opportunities from the perspective of the different stakeholders. Classic lectures will be avoided if possible, instead you will be able to consult your teacher and get personal feedback on your achievements.

Depending on the progress of the group, the content of the lectures and tutorials may deviate from the program, because you don't want to learn what you already know. We will focus our educational efforts on what you need to learn to achieve the primary goal of the courses.

More information can be found on [this website](#).

9 Assessment

Type of Assessment	Weghing	Min. Mark
*	100 %	5,5

At the end of the course you will get one grade for the entire course. This grade is based on assessment of your work by your teachers/examiners. There are no written exams.

At the end of the course you will submit a portfolio, a business design/business case and pitch it for a forum of experts and investors. The business case will be a website that you make according to a format that is provided. The pitch will be max. 15 minutes excluding Q&A. The business design and the pitch will be judged on:

- innovation
 - o originality
 - o good use of technology
 - o ingenuity
 - o desirability
- illustration
 - o substantiation (based on facts)
 - o examples and comparisons

- o website and pitch
- impact
 - o scalability
 - o sustainability
 - o social impact
 - o return on investment
- implementation
 - o is it financially viable
 - o is it technically feasible
 - o will you guys pull it off
 - o would essential partners participate

Furthermore you will be individually questioned about the content of your design and pitch, your participation in the assignment and your knowledge of the theory and models used in the course and the assignment. You will pass the courses when:

- (individual) you have contributed duly to the group effort;
- (individual) you master the used theories and models;
- (group effort) the assignments, design and the pitch meet the stipulated requirements;
- (group effort) the judges consider contributing to your business.

• *Dates and Deadlines*

- Week 1 block A or C **Start of program**
- Week 7 block B **Submission website report for mid term review**
- Exam week **Group presentation and examination**
- Week 8 block D **Submission website design**
- Exam week **Final Presentation and examination**

More information can be found on [this website for term A](#). For term B more information can be found on [this website](#).

*Exam**

The exam will consist of assessment of the website, business design, pitch and Q&A, based on the theory as discussed during the lectures, as well as the selected literature.

• *Resit opportunities*

There is a possibility to do a re-sit in deliberation with the lecturer involved.

10 Course Material and Literature

10.1 *Self study, lectures and tutorials:*

We will reserve one day per week (Wednesday from 11.00- 16.00 @ [StudentsInc.](#)) to work on the course. The day will start with presentations by students on assignments and a lecture/workshop in which we elaborate on topics related to developing a high impact business in an emerging market and during the day we will plan 30 min. training-, feedback- and consult-sessions for each group to track progress on your learning experience and practical assignments. Between sessions there is room to work in groups on assignments.

10.2 *Required study materials:*

Most study materials and papers are provided online and are free of charge. You need the following materials for the course:

- Need to have individually:
 - o **Notebook** and pen/pencil, to make notes in class;
 - o **Laptop**, Webtop, Tablet or Chromebook PC with WiFi connection and internet browser;
 - o Free **Google user account**.
- No books required

11 Course Evaluation

The lecturer will ask students to fill in an online confidential feedback form before the end of the course and discuss these evaluations with students at the end of the last lecture of the course. In addition, a student panel will evaluate the course at the end of the block.