

## Entrepreneurial Skills Project (E731031)

**Course size** *(nominal values; actual values may depend on programme)*

**Credits 6.0**

**Study time 180 h**

**Course offerings and teaching methods in academic year 2023-2024**

A (semester 2)

Dutch

Gent

lecture

**Lecturers in academic year 2023-2024**

Lambrecht, Stefaan

TW05

lecturer-in-charge

**Offered in the following programmes in 2023-2024**

[Bachelor of Science in Engineering Technology \(main subject Electronics and ICT Engineering Technology\)](#)

6

A

[Postgraduate Programme in Innovation and Entrepreneurship in Engineering](#)

6

A

[Postgraduate Programme in Innovation and Entrepreneurship in Engineering – Advanced](#)

6

A

[Postgraduate Programme in Innovation and Entrepreneurship in Engineering – Foundations](#)

6

A

**Teaching languages**

Dutch

**Keywords**

Entrepreneurial skills, business model, teamwork.

**Position of the course**

The student learns to collect feedback on a business idea and to structure this feedback into a first draft of business model.

**Contents**

The student team starts from a business idea that will be confronted with the environment, eg. distributors, potential customer groups and users, suppliers, designers, producers, regulation ... Based on the methodology and in consultation with the coach, the critical building blocks of the business model are mapped and linked.

**Initial competences**

**Final competences**

- 1 To be able to collect relevant market/sector feedback on a business idea/concept.
- 2 To be able to conduct qualitative desk research in analysing a sector and in finding relevant business contacts.
- 3 Being able to establish relevant contacts and to interview these contacts to collect qualitative feedback.
- 4 Insight in the key components of the business model concept.
- 5 Insight in the minimal value to be offered to specific customer segments.
- 6 Insight in the key activities and their participants that are necessary to create value.
- 7 Insight in the cost structure implied by the key activities.
- 8 Insight in the revenue model, the facts and hypotheses (cf. also the feedback) underlying a realistic revenue forecast.
- 9 Insight in financing needs inherent to the choices made in the business model.
- 10 Elaborate a written report with a good structure and to the point information.
- 11 Discuss and solve problems as a team efficiently.
- 12 Actively participate in meetings and pursue a balanced division of tasks (solidarity in function of good teamwork).
- 13 Reflect adequately on social, scientific and ethical issues.

**Conditions for credit contract**

Access to this course unit via a credit contract is determined after successful competences assessment

**Conditions for exam contract**

This course unit cannot be taken via an exam contract

**Teaching methods**

Lecture

**Extra information on the teaching methods**

There are coaching sessions for the development of the business model.

There are guided exercises concerning communications skills.

**Learning materials and price**

Slides and syllabus.

**References****Course content-related study coaching**

Coaching sessions in team.

**Assessment moments**

continuous assessment

**Examination methods in case of periodic assessment during the first examination period****Examination methods in case of periodic assessment during the second examination period****Examination methods in case of permanent assessment**

Oral assessment, Peer and/or self assessment, Assignment

**Possibilities of retake in case of permanent assessment**

not applicable

**Extra information on the examination methods**

The evaluation is based on the following components:

- 1 Quality of work progress, written communication, presentation and business report.
- 2 Oral defense of the business report.
- 3 The functioning of the group.

Peer Assessment: students will assess their team members. The peerassessment will be taken into account by the coach to give every individual a final score. If the factor is below 0,7, the student is additionally questioned by the titular during the oral evaluation. If after this intervention peer remains below 0,70, the student cannot succeed (maximum score 9/20).

**Calculation of the examination mark**

- 1 Quality of work progress, presentation and business report: 13 points (group result multiplied by the peer).
- 2 Written communication: 2 points.
- 3 Oral defense of the business plan: 5 points.
- 4 The functioning of the group: if the PEER-assessment score of the student is below 0,7 after the oral exam, the student cannot succeed.

If one does not participate in the evaluation of one or more components, one can no longer pass the entire course. If the final score would nevertheless be a mark of ten or more out of twenty, this will be reduced to the highest non-pass mark (9/20).