GHENT UNIVERSITY

Course Specifications

Valid as from the academic year 2025-2026

Dare to Venture (FO01022)

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

Credits 4.0 **Study time 120 h**

Course offerings in academic year 2027-2028

A (semester 2) English Gent

Lecturers in academic year 2027-2028

Verrue, Johan EB23 lecturer-in-charge

Offered in the following programmes in 2027-2028	crdts	offering
Master of Science in Chemistry(main subject (Bio)Organic and Polymer Chemistry)	4	A
Master of Science in Chemistry(main subject Analytical and Environmental Chemistry)	4	A
Master of Science in Electrical Engineering Technology(main subject Automation)	4	A
Master of Science in Psychology(main subject Clinical Psychology)	4	A
Master of Science in Psychology(main subject Cognition and Behavior: Theoretical and Applied Research)	4	A
Master of Science in Communication Science(main subject Communication Management)	4	A
Master of Science in Electrical Engineering (main subject Communication and Information Technology)	4	A
Master of Science in Electrical Engineering Technology(main subject Electrical Engineering)	4	A
Master of Science in Electrical Engineering (main subject Electronic Circuits and Systems)	4	A
Master of Science in Communication Science(main subject Film and Television Studies)	4	A
Master of Science in Communication Science(main subject Journalism)	4	A
Master of Science in Sustainable Land Management(main subject Land and Groundwater Management)	4	A
Master of Science in Operations Research Engineering(main subject Manufacturing and Supply Chain Engineering)	4	A
Master of Science in Chemistry(main subject Materials and Nano Chemistry)	4	A
Master of Science in Communication Science(main subject New Media and Society)	4	A
Master of Science in Psychology(main subject Personnel Management and Industrial Psychology)	4	A
International Master of Science in Soils and Global Change (main subject Soil Ecosystem Services and Global Change)	4	A
Master of Science in Operations Research Engineering(main subject Sustainable Mobility Analytics)	4	A
Master of Science in Psychology(main subject Theoretical and Experimental Psychology)	4	A
Master of Science in Operations Research Engineering(main subject Transport and Mobility Engineering)	4	A
Master of Science in Sustainable Land Management(main subject Urban Land Engineering)	4	A
Master of Science in Biochemistry and Biotechnology	4	A
Master of Science in Biology	4	A
Master of Science in Chemical Engineering	4	A
Master of Science in Chemical Engineering	4	A
Master of Science in Civil Engineering	4	A
Master of Science in Civil Engineering	4	A
Master of Science in Communication Science	4	A
Master of Science in Computer Science	4	A
Master of Science in Electrical Engineering	4	A

Master of Science in Electromechanical Engineering	4	A
Master of Science in Electromechanical Engineering Technology	4	A
Master of Science in Engineering Physics	4	A
Master of Science in Engineering Physics	4	A
Master of Science in Fire Safety Engineering	4	A
Master of Science in Food Technology	4	A
Master of Science in Geography and Geomatics	4	A
Master of Science in Materials Engineering	4	A
Master of Science in Mathematics	4	A
Master of Science in Mechanical and Electrical Systems Engineering	4	A
Master of Science in Operations Research Engineering	4	A
Master of Science in Operations Research Engineering	4	A
Master of Science in Physics and Astronomy	4	A
Master of Science in Sociology	4	A
Master of Science in Sustainable Materials Engineering	4	A
Exchange programme in Economics and Business Administration	4	A
Exchange Programme in Political and Social Sciences	4	A

Teaching languages

English

Keywords

Validation of prototype and business model

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, e.g. 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.

- The feedback mechanism
- The business model concept
- The value proposition
- The customer segments
- The key activity system (content – structure – governance)
- The revenue model
- The cost structure
- The financing structure

Initial competences

Such a project requires an enterpreneurial attitude, a self-management ability, perseverance, flexibility, creativity and eagerness to learn.

Final competences

1 Insight in the key components of the business model concept.
2 To be able to collect relevant market/sector feedback on a business idea/concept.
3 To be able to build a prototype and adapt it based on the market feedback.
4 Insight in the value to be offered to (specific) customers (segments).
5 Insight in the key activities that are necessary to create value and in the way participants are involved.
6 Insight in the cost structure implied by the key activities.
7 Insight in the revenue model, the facts and hypotheses underlying a realistic revenue forecast.
8 Insight in financing needs inherent to the choices made in the business model.

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

Group work, Lecture, Peer teaching

Extra information on the teaching methods

It is necessary to attend all educational activities. The student's research is streamlined through a conceptual and practical framework. The conceptual framework is explained by means of lectures and also supervised by the coach. The student team presents (oral and written) interim results and receives feedback on it.

Study material

None

References

Course content-related study coaching

Coaching of teams

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

examination during the second examination period is possible

Calculation of the examination mark

- Written report: 50% (result of the student team)
- Oral defense: 50% (individual result)
- If the student has a PEER score that is less than 70% of the average of all peer scores, the student will be additionally questioned by the professor who can adjust the student's individual score if necessary.