

Skills and Practices in Blue Entrepreneurship (C004402)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size *(nominal values; actual values may depend on programme)*
Credits 6.0 **Study time** 180 h **Contact hrs** 70.0 h

Course offerings in academic year 2021-2022

A (semester 1) English Gent

Lecturers in academic year 2021-2022

Allen, Brendan GALWAY02 lecturer-in-charge

Offered in the following programmes in 2021-2022

	crdts	offering
Postgraduate Studies in Blue Resources for the Blue Economy	6	A

Teaching languages

English

Keywords

Blue economy, blue growth, marine resource, business plan, business model, entrepreneurship, innovation, accounting, marketing, operation management, competitive intelligence.

Position of the course

Contents

This course provides students with the toolbox needed to develop entrepreneurship and innovation related to Blue economy. Basics of accounting, marketing, operation management will be introduced, together with the different components of a business plan.

Initial competences

Final competences

- 1 Assess a business issue and formulate solutions.
- 2 Create a business plan from an opportunity arising from marine resources.
- 3 Demonstrate awareness of ethical considerations
- 4 Be able to launch a startup and anticipate the risks they could face.

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

Learning materials and price

References

- The Lean Startup, Eric Ries
- The Startup owner's manual, Steve Blank, Bob Dorf

- Business Model Generation, Alexander Osterwalder, Yves Pigneur
- Blue Ocean Strategy, W. Chan Kim, Renée Mauborgne
- Culture Map, Erin Meyer
- Riding the waves of cultures, Fons Trompenaar
- Organizational culture & leadership, Edgar Schein
- The Blue Economy 3.0 : the marriage of science, innovation & entrepreneurship creates a new business that transforms society, Gunter Pauli

Course content-related study coaching

Evaluation methods

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation

Possibilities of retake in case of permanent evaluation

not applicable

Calculation of the examination mark