

## Skills and Practices in Blue Entrepreneurship (C004402)

Due to Covid 19, the education and assessment 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**

70.0h

**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**

#### **Assessment moments**

**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**

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

not applicable

**Calculation of the examination mark**