

Entrepreneurship (D012990)

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

Credits 4.0

Study time 120 h

Course offerings and teaching methods in academic year 2025-2026

A (semester 2)

Dutch

Gent

lecture

Lecturers in academic year 2025-2026

Andries, Petra

EB23

lecturer-in-charge

Rijssegem, Laurence

EB23

co-lecturer

Standaert, Thomas

EB23

co-lecturer

Offered in the following programmes in 2025-2026

crdts

offering

[Master of Science in Movement and Sports Sciences\(main subject Sports Policy and Sports Management\)](#)

4

A

[Master of Science in Health Care Management and Policy](#)

4

A

Teaching languages

Dutch

Keywords

Entrepreneurship, business idea, business plan

Position of the course

To analyse the fundamental principles of entrepreneurship and to obtain knowledge on the process of starting up and developing one's own enterprise in the health and/or sports sector.

Contents

The course consists of the following elements:

- 1 What is entrepreneurship? What is the importance of entrepreneurship? What different forms of entrepreneurship exist? What does the typical entrepreneur look like? What are success factors?
- 2 Creativity and the origin of ideas. Techniques for idea generation.
- 3 How to assess an idea?
- 4 Product market segmentation. Techniques for market size assessment.
- 5 Techniques for assessing industry structure.
- 6 How to develop a competitive advantage?
- 7 Protection of ideas. Intellectual property rights.
- 8 Complementary assets and the entrepreneurial team.
- 9 Collaboration strategies.
- 10 Financial planning. Assessment of the financing need and the value of the company. Break-even analysis.
- 11 Financing sources for entrepreneurs. Differences between equity and debt financing. About venture capital, business angels and exit routes for investors.
- 12 Measuring social impact
- 13 Legal aspects of company formation. Administrative and legal procedures for starting up a company.

Initial competences

No prior knowledge expected

Final competences

- 1 Positioning and importance of (social) entrepreneurship in society
- 2 Build a business plan for an enterprise in the health or sports sector.

- 3 Assess the feasibility of a business idea in the health or sports sector
- 4 Knowledge on the practical aspects of starting up a company in the health or sports sector
- 5 Defend a project in the health or sports sector in a concise and convincing way

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

- Lectures supplemented with plenary case studies
- Coaching: multiple coaching sessions per group
- Microteaching: presentation of initial idea to other students (elevator pitch)
- Project / self-study: Development and presentation of a business plan in group

Study material

Type: Handbook

Name: Essentials in entrepreneurship: The core of new business development

Indicative price: € 33

Optional: yes

Language : English

Author : Danae Delbeke, Petra Andries, Mirjam Knockaert

Online Available : No

Available in the Library : No

Available through Student Association : No

Additional information: optional handbook available at ACCO

Type: Syllabus

Name: Ufora Syllabus

Indicative price: Free or paid by faculty

Optional: no

Language : Dutch

Available on Ufora : Yes

Online Available : No

Available in the Library : No

Additional information: Ufora syllabus with teaching cases and explanation on group assignment

References

Course content-related study coaching

personal appointments for coaching.

Assessment moments

end-of-term assessment

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

Oral assessment, Peer and/or self assessment, Assignment

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

Oral assessment, Assignment

Examination methods in case of permanent assessment

Possibilities of retake in case of permanent assessment

not applicable

Extra information on the examination methods

Combination of written work (business plan) and oral defence (business plan)

Calculation of the examination mark

1st exam period

75% business plan (group, written document)

25% business plan presentation (group, oral presentation)

(Approved)

Results can be modified based on peer-assessment.

Students who eschew one of these two assignments (written business plan or oral presentation) may be failed for this course unit by the examiner.

2nd exam period

75% business plan (individual, written document)

25% business plan (individual, oral presentation)

Students who eschew one of these two assignments (written business plan or oral presentation) may be failed for this course unit by the examiner.