GHENT UNIVERSITY

Course Specifications

Valid as from the academic year 2023-2024

Basic Entrepreneurship (E076450)

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

Credits 3.0 **Study time 90 h**

Course offerings and teaching methods in academic year 2023-2024

A (semester 1)	Dutch	Gent	lecture
			independent work

Lecturers in academic year 2023-2024

Dillen, Yannick	EB23	lecturer-in-charge
Vermeire, Jacob	EB23	co-lecturer

Offered in the following programmes in 2023-2024	crdts	offering
Bachelor of Science in Engineering Technology(main subject Chemical Engineering Technology)	3	A
Bachelor of Science in Engineering Technology(main subject Civil Engineering Technology)	3	A
Bachelor of Science in Engineering Technology(main subject Information Engineering Technology)	3	A
Bachelor of Arts in Archaeology	3	A
Bachelor of Science in Economics	3	A
Bachelor of Science in Engineering: Architecture	3	A
Bachelor of Science in Public Administration and Management	3	A
Master of Science in Teaching in Arts and Humanities (main subject Archaeology)	3	A
Master of Science in Teaching in Social Sciences(main subject Communication Science)	3	A
Master of Science in Electrical Engineering Technology(main subject Automation)	3	A
Master of Science in Psychology(main subject Clinical Psychology)	3	A
Master of Science in Communication Science(main subject Communication Management)	3	A
Master of Science in Electrical Engineering (main subject Communication and Information Technology)	3	A
Master of Science in Electromechanical Engineering(main subject Control Engineering and Automation)	3	A
Master of Science in Electrical Engineering Technology(main subject Electrical Engineering)	3	A
Master of Science in Electromechanical Engineering(main subject Electrical Power Engineering)	3	A
Master of Science in Electrical Engineering (main subject Electronic Circuits and Systems)	3	A
Master of Science in Communication Science(main subject Film and Television Studies)	3	A
Master of Science in Communication Science(main subject Journalism)	3	A
Master of Science in Electromechanical Engineering(main subject Maritime Engineering)	3	A
Master of Science in Electromechanical Engineering(main subject Mechanical Construction)	3	A
Master of Science in Electromechanical Engineering(main subject Mechanical Energy Engineering)	3	A
Master of Science in Psychology(main subject Personnel Management and Industrial Psychology)	3	A
Master of Science in Psychology(main subject Theoretical and Experimental Psychology)	3	A
Master of Arts in Archaeology	3	A
Master of Science in Biology	3	A
Master of Science in Chemical Engineering	3	A
Master of Science in Chemical Engineering	3	A

Master of Science in Civil Engineering	3	A
Master of Science in Civil Engineering	3	A
Master of Science in Complementary Studies in Economics	3	A
Master of Science in Electromechanical Engineering Technology	3	A
Master of Science in Engineering Physics	3	A
Master of Science in Engineering Physics	3	A
Master of Science in Fire Safety Engineering	3	A
Master of Science in Geology	3	A
Master of Science in Materials Engineering	3	A
Master of Science in Nursing and Midwifery	3	A
Master of Science in Sustainable Materials Engineering	3	A
Ghent University Elective Courses	3	A
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Teaching languages

Dutch

Keywords

Entrepreneurship, developing and presenting an entrepreneurial idea

Position of the course

The aim of this course is to introduce the students to entrepreneurship. We discuss the characteristics and logics of entrepreneurs, and we sho that different types of entrepreneurship exist, each with their own challenges. We discuss important aspects of generating, developing, and presenting an entrepreneurial idea, and invite entrepreneurs to share their experience in class. Also the practical requirements to start up a business are discussed (legal forms and requirements). Students are expected to form teams and apply these insigths by generating, developing, and presenting an own idea.

Contents

1. Characteristics and logics of entrepreneurs
2. Different types of entrepreneurship:
- social entrepreneurship
- academic entrepreneurship
- intrapreneurship
3. Idea generation
4. Market analysis
5. Industry analysis
6. Product-market fit
7. Sources of finance
8. Practical/legal issues of starting up your business
9. How to pitch your idea

Initial competences

Nihil

Final competences

1 Understanding the characteristics and logics of entrepreneurs
2 Understanding different types of entrepreneurship and their challenges
3 Understanding and developing the key decisions of a venture.
4 Being able to generate, develop, and present an own entrepreneurial idea
5 Processing materials autonomously.

6 Team work

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, Independent work

Extra information on the teaching methods

The course consists of:
- lectures
- sessions with testimonials of entrerpreneurs and experts
- online modules
- a group assignment, consisting of different sub-assignments (per theme)

Learning materials and price

Online course consisting of presentations, videos, course texts, relevant literature, etc., made available on the electronic learning platform

References

Course content-related study coaching

Time is foreseen during the lectures to ask questions about the assignments. Intermediate feedback is provided regarding the sub-assignments. In addition, the lecturer and assistant are available for further clarification and information.

Assessment moments

end-of-term and continuous assessment

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

Written assessment with multiple-choice questions

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

Written assessment with multiple-choice questions

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 not possible

Extra information on the examination methods

Periodic evaluaion (50% of the total score): The exam consists of a multiple choice exam with 'standard setting' (both in the first and the second exam period).

Non-periodic evaluation (50% of the total score): Students hand in multiple assignments in teams/groups: short written reports regardign different aspects of their ide, and an oral presentation of the final idea (in the form of a pitch). Individual scores for these assignments are subject to peer-evaluation. The score for this non-periodic evaluation is transferred to the second exam period.

Calculation of the examination mark

50% multiple choice exam with 'standard setting'; 50% groep assignments