

## Dare to Venture (E076460)

**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 2023-2024**

A (semester 2)	English	Gent	group work
			lecture
			peer teaching

**Lecturers in academic year 2023-2024**

Verrue, Johan	EB23	lecturer-in-charge
Vermeire, Jacob	EB23	co-lecturer

**Offered in the following programmes in 2023-2024**

	<b>crdts</b>	<b>offering</b>
Master of Science in Teaching in Science and Technology(main subject Chemistry)	4	A
Master of Science in Teaching in Social Sciences(main subject Communication Science)	4	A
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 Engineering: Architecture(main subject Architectural Design and Construction Techniques)	4	A
Master of Science in Electrical Engineering Technology(main subject Automation)	4	A
Master of Science in Bioinformatics(main subject Bioscience Engineering)	4	A
Master of Science in Psychology(main subject Clinical Psychology)	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 Electromechanical Engineering(main subject Control Engineering and Automation)	4	A
Master of Science in Electrical Engineering Technology(main subject Electrical Engineering)	4	A
Master of Science in Electromechanical Engineering(main subject Electrical Power 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 Industrial Engineering and Operations Research(main subject Manufacturing and Supply Chain Engineering)	4	A
Master of Science in Electromechanical Engineering(main subject Maritime Engineering)	4	A
Master of Science in Chemistry(main subject Materials and Nano Chemistry)	4	A
Master of Science in Electromechanical Engineering(main subject Mechanical Construction)	4	A
Master of Science in Electromechanical Engineering(main subject Mechanical Energy Engineering)	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 Physical Land Resources and Global Change)	4	A
Master of Science in Industrial Engineering and Operations Research(main subject Sustainable Mobility Analytics)	4	A

Master of Science in Psychology(main subject Theoretical and Experimental Psychology)	4	A
Master of Science in Industrial Engineering and Operations Research(main subject Transport and Mobility Engineering)	4	A
Master of Science in Engineering: Architecture(main subject Urban Design and Architecture)	4	A
International Master of Science in Agro- and Environmental Nematology	4	A
Master of Arts in Art History, Musicology and Theatre Studies	4	A
Master of Science in Biochemistry and Biotechnology	4	A
Master of Science in Biology	4	A
Master of Science in Bioscience Engineering: Cell and Gene Biotechnology	4	A
Master of Science in Bioscience Engineering: Chemistry and Bioprocess Technology	4	A
Master of Science in Bioscience Engineering: Environmental Technology	4	A
Master of Science in Bioscience Engineering: Food Science and Nutrition	4	A
Master of Science in Bioscience Engineering: Land, Water and Climate	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 Computer Science	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 Geography and Geomatics	4	A
Master of Science in Geology	4	A
Master of Science in Industrial Engineering and Operations Research	4	A
Master of Science in Information Engineering Technology	4	A
Master of Science in Materials Engineering	4	A
Master of Science in Mathematics	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
Master of Laws in International and European Law	4	A
Master of Laws in International Business Law	4	A
Exchange Programme Architecture	4	A
Exchange programme in Economics and Business Administration	4	A
Exchange Programme in Physics and Astronomy (Master's Level)	4	A
Exchange Programme in Political and Social Sciences	4	A
Exchange Programme Information Engineering Technology	4	A
Postgraduate Programme in Innovation and Entrepreneurship in Engineering	4	A
Postgraduate Programme in Innovation and Entrepreneurship in Engineering – Advanced	4	A
Postgraduate Programme in Innovation and Entrepreneurship in Engineering – Foundations	4	A

### Teaching languages

English

### Keywords

Creativity, Market Research,Business model, Financial Planning

### 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**

An entrepreneurial attitude, self-steering capacity, perseverance, flexibility and creativity.

#### **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.

#### **Learning materials and price**

Concise syllabus and slides

#### **References**

#### **Course content-related study coaching**

Coaching sessions

#### **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, 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)

