

## Technology Entrepreneurship (F000891)

**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 1)

English

Gent

lecture

### Lecturers in academic year 2025-2026

Verrue, Johan

EB23

lecturer-in-charge

Boone, Sarah

EB23

co-lecturer

Van Lancker, Evy

EB23

co-lecturer

### Offered in the following programmes in 2025-2026

Master of Science in Business Engineering(main subject Data Analytics)

crdts

4

offering

A

Master of Science in Business Engineering (Double Degree)(main subject Finance)

4

A

Master of Science in Business Engineering(main subject Finance)

4

A

Master of Science in Business Engineering (Double Degree)(main subject Operations Management)

4

A

Master of Science in Business Engineering(main subject Operations Management)

4

A

Exchange programme in Economics and Business Administration

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 creation for stakeholders
- The key resources
- 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 Insight in the value to be offered to (specific) customers (segments).
- 4 Insight in the key activities that are necessary to create value and in the way participants are involved.
- 5 Insight in the cost structure implied by the key activities
- 6 Insight in the revenue model, the facts and hypotheses underlying a realistic revenue forecast.
- 7 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**

Lecture

**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.

**Study material**

None

**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, Participation, 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**

The group result is based on the quality of the written report and the oral presentation. Peer Assessment: students evaluate each other's work in a team.

**Calculation of the examination mark**

The group result is based on the quality of the written report and the oral presentation. Peer Assessment: students evaluate each other's work in a team. Based on this peer assessment the titular recalculates the group results per team member. A student not obtaining a peer score of 0,70 will be additionally questioned by the titular. If after this intervention the peer remains below 0,70 the student cannot succeed.