Entrepreneurship (F710117)

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

Credits 6.0   **Study time 180 h**

Course offerings and teaching methods in academic year 2025-2026

B (semester 2)   Dutch   Gent   seminar

Lecturers in academic year 2025-2026

Verrue, Johan	EB23	lecturer-in-charge
D'haene, Barbara	EB23	co-lecturer
Vanderhoudelingen, Véronique	EB25	co-lecturer
Vercruysse, Davy	EB25	co-lecturer

Offered in the following programmes in 2025-2026	**crdts**	**offering**
Bachelor of Science in Business Administration	6	B

Teaching languages

Dutch

Keywords

Entrepreneurial skills, business model, teamwork.

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, eg. 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.

Initial competences

Final competences

1 To be able to collect relevant market/sector feedback on a business idea/concept.
2 To be able to conduct qualitative desk research in analysing a sector and in finding relevant business contacts.
3 Being able to establish relevant contacts and to interview these contacts to collect qualitative feedback.
4 Insight in the key components of the business model concept.
5 Insight in the minimal value to be offered to specific customer segments.
6 Insight in the key activities and their participants that are necessary to create value.
7 Insight in the cost structure implied by the key activities.
8 Insight in the revenue model, the facts and hypotheses (cf. also the feedback) underlying a realistic revenue forecast.
9 Insight in financing needs inherent to the choices made in the business model.
10 Presentation skills and pitching.
11 To develop professional writing skills.
12 Develop an active learning attitude that involves group work toward a better business model.

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

    This course unit cannot be taken via an exam contract

Teaching methods

    Group work, Seminar

Extra information on the teaching methods

    The student teams have to work with just a few conceptual tools. The teams can also use insights from other courses. There are regular coaching sessions for the development of the prototype and the business model. There are guided exercises concerning communication skills.

Study material

    None

References

Course content-related study coaching

    Coaching sessions in team.
    For the group dynamics process, it is necessary to register in a team before the beginning of March.

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

    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 intermediary and final reports, and the pitch. There is an indiviual score for the learning path on communication skills.
    Peer Assessment: students evaluate each other's work in a team. Based on this peer assessment the professor recalculates the group results per team member. A student not obtating a peer score of 0,70 will be additionally questioned by the professor who can adapt the final score.
    Two second exam session.

Calculation of the examination mark