

Minor Entrepreneurship

The minor entrepreneurship comprises 3 courses;

- Entrepreneurship (20 EC)
- Entrepreneurial Expertise (5EC)
- Entrepreneurial Competencies (5 EC).

Entrepreneurship (20 ECTS)

There are many reasons you may be attracted to entrepreneurship. Perhaps you dream of owning your own sole proprietor business, or you have an idea for a product or a service that'll change the world, or you want to solve a social problem, or maybe, you're just curious and want to see what all this is about.

Entrepreneurship requires a jack-of-all-trades knowledge and skills, not to mention the right attitude. Understanding your customer is where it all starts. You will learn to work with concepts such as design thinking, lean startup, effectuation, blue ocean strategy, value proposition design and business model generation.

Solo, or with others, you develop increasing insight into your customers, the customer value proposition, and the business model every week. In weekly mentor sessions you determine what to work on.

Attitude & Class Culture

Everything emanates from your attitude; your mindset. If you believe you can't, then you can't because you won't try. If you believe that something won't work, then it won't because you won't try. Your mindset determines what you will try, determines what you can do with knowledge, and will determine your practice and growing expertise.

Growth mindset

The growth mindset sees problems as interesting challenges and embraces them as opportunities to learn. The growth mindset assumes that new skills and abilities can be learnt through lots of practice, hard work, good strategies, and input from others. The growth mindset thinks, "Try it. Making mistakes is part of learning. Nothing new ever got done by sticking with what I can already do."

The growth mindset embraces challenges, perseveres in the face of setbacks, sees effort as a path to mastery, learns from criticism, and finds lessons and inspiration in the success of others.

In contrast a fixed mindset avoids challenges, often out of fear of failing, gives up too quickly when encountering setbacks, sees effort as fruitless, ignores useful critical feedback experiencing it as negative, personal criticism rather than feedback on work, and feels threatened or discouraged by the success of others. A fixed mindset is deterministic, assuming that qualities like intelligence and talents are fixed traits that we are born with.

Our attitudes with regards to mathematics and art can illustrate this point quickly. You frequently hear people say that to do math you just have to have a "head for numbers", or that artists are "just naturally gifted". These everyday comments betray an attitude that the ability

to draw or the ability to solve complex equations are innate traits, somehow the result of a genetic lottery, and not the result of long hours of practice and effort. Such attitudes refuse to recognise the hard work and dedication it took for someone to be a great mathematician or a great painter.

Most of us will have dedicated more time to mastering one skill in our formative years than the other. Mastery of materials, not genes, gives rise to ability, while embracing the challenge wholeheartedly separates mere mastery from genius “talent”.

However, you should guard against a false growth mindset – an assumption that anything we do will turn out golden, that it should come easy, and that we should receive nothing but praise. This fixed mindset masquerades as growth by insulating the individual from the realities of hard work and effort in a cocoon of entitlement.

Beginner mindset

Shoshin is a Japanese word meaning ‘beginner’s mind’. It refers to having an attitude of openness and lack of preconceptions when studying a subject, even when studying at an advanced level, just as a beginner would. So how can you develop a beginner’s mind, a mind open to possibilities? The beginner’s mindset as an inclination to periodically question and reassess deeply held theories, archetypes, and conventions. Try these three, easy practices;

- Forget what you think you know about the topic. Say, “I don’t know” to counter the “I know” expert mindset
- Focus on questions, not answers.
- Ask deliberately naive, “what if?” questions.

Values to live by

- Speak up. No one can read your mind.
- Listen. We have two ears and one mouth.
- Own it. Commit and stand for something.
- Prove it. Opinions are for a**holes.
- Try it. Making mistakes is part of trying new things.
- Be open to possibilities.
- **The only good answer is the one you can defend with data.**

Learning Objectives

1. recognize opportunities; investigate and identify customer needs and challenges
2. create value; recognize potential of an idea and find ways to realize that idea,
3. form a network and involve important stakeholders in the success of your own business (model),
4. analyze the market, competition, customer (needs), potential partners, stakeholders, suppliers, investors developing an appropriate positioning,
5. apply basic financial knowledge (such as pricing, costs and revenues, financial forecasts) to your own business,
6. dealing with uncertainty, ambiguity and risk,
7. see the opportunity to learn in every event, both success and failure, triumph and defeat.

Assessment

In demo days you will present your lessons learnt and customer development. Your performance is evaluated on the business experiments run, the methods used within experiments, the

application of tools such as business model canvas and value proposition canvas, planning and organising validation sprints and business experiments, and communication of the validated learning.

Literature & materials

Disciplined Startup Founder, Robert de Bruijn, 2019, Path Institute.

Entrepreneurial Expertise (5 ECTS)

In this course you have the opportunity to choose one or more subjects in which you will develop your own knowledge and skills through targeted self-study and consulting experts within one of the following three domains; hipster, hustler, hacker.

Every entrepreneur should be a "hound". A "hound" discovers what the customers really want. They observe and interview multiple users, discover patterns and identify opportunities for the team to innovate. The "hound" skills are developed in *Entrepreneurship*. But "hound" skills alone are insufficient to be successful in business.

To get you started, you need a great team with other core skills, or you need to have some of these skills yourself. These skills fall in three categories: *hacker*, *hustler*, and *hipster*.

Hackers are the manufacturers of digital assets. The digital creators.

Hipsters are the new user experience. They focus on solving the user problem and usually push the boundaries of what is technically feasible. They are the bridge between the insights discovered and the definition of a working solution.

Hustlers focus on getting paying users, identifying and securing investors, and understanding the company's financial health inside and out. Money is king. For investors, having users is not enough, hustlers need to know how they are going to make money and how to bring in the revenue. They can do everything from selling a product to a customer, creating a financial model in excel, writing a business plan, to giving a presentation.

Topics that have already been covered in your main study may not be chosen. The starting point is to discover new knowledge and skills that you may need for entrepreneurship. Even if you're not an expert, you should know what others are talking about.

Learning objectives

- independently acquire knowledge and skills in one of the three domains.
- build a network of experts in the domain.

Assessment

The participant will demonstrate themselves how they have acquired certain knowledge and/or skills.

Literature & materials

Selected by the student to meet their personal expertise learning objectives.

Entrepreneurial Competencies (5 ECTS)

The Entrepreneurial Competencies course focuses on the student's personal development in relation to entrepreneurship. The course is practical and preparation is essential.

The program follows the steps of Bill Burnett & Dave Evans' *Designing your Life* book which has empowered thousands of students, employees, and entrepreneurs to make progress on their true life goals.

The course is divided into three sections; “who am I”, “where do I want to go”, and thirdly, “how do I get there”.

Learning objectives

- gain insight into important personal themes and patterns,
- formulate personal learning goals and reflect on these goals based on your behaviour,
- reflect on your own actions and convert them into concrete steps and results,
- explain in your own words to what extent a future as an entrepreneur fits you,
- apply the 5 mindsets and to your life,

Assessment

Summative assessment is based on a portfolio of assignments. All assignments must be included.

Literature & materials

Designing your Life, Bill Burnett & Dave Evans.