

1. PROGRAM OVERVIEW: FINAL YEAR ENTREPRENEURSHIP

Saxion University of Applied Sciences

Final Year in Entrepreneurship (Bachelor level)



Saxion University of Applied Sciences

Final year study program “Entrepreneurship”:

What is it about:

- 1 year specialization in Entrepreneurship

Examples of what can you do with it:

- Start your own (international) company
- Do a successful product innovation for a company
- Set up an international branch for a company

Certificate upon graduation:

- Dutch degree *Bachelor of Commerce*



What is the main idea of the program?

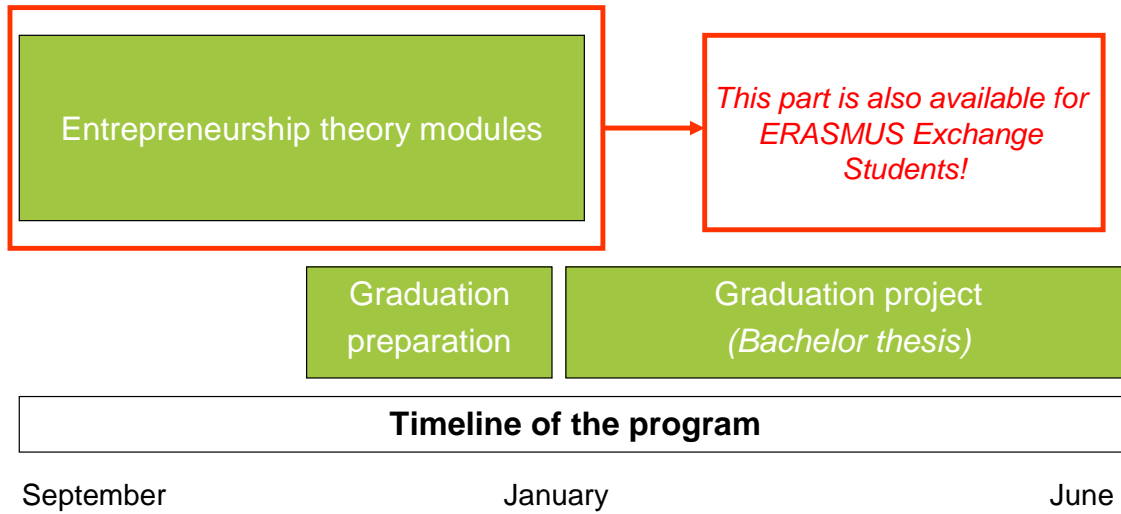
- *A mixture of theory modules and practical placement in industry or setting up one's own company.*
- *The theory modules are focused on real-life problems that an entrepreneur will come across, in the domain of technology and commerce, to provide students with the competences to tackle these problems.*
- *Input from the students experience of the practical placement is used in the teaching.*



Outline of the Entrepreneurship program:

<i>Theory modules</i>	<i>Graduation phase</i>
Leadership and Management (6 ECTS)	Graduation Preparation (3 ECTS)
Change management (6 ECTS)	
Strategy development (6 ECTS)	Graduation Project (27 ECTS) (Bachelor thesis)
Entrepreneurial Behavior (6 ECTS)	
Strategic Innovative Entrepreneurship (6 ECTS)	





Entry requirements for the program:

For Commerce specialization students:

*English level: IELTS 6.0, TOEFL 550 or equivalent.
Minimum three years of study at bachelor level in the field of commerce, or completed Bachelor of Commerce degree.*

NB! These entry requirements do not apply for ERASMUS Exchange Students!



2. MODULE DESCRIPTIONS

Management & Leadership

Module Title: Management and leadership		CRN:		University module code:
Level: Bachelor	Credit Value:	ECTS Value: 6	Length (in Semesters)	Semester(s) in which to be offered: 1 st semester
Existing module	Title of Module being replaced (<i>if any</i>):			With effect from: September 2009
Originating School: Business Engineering and Entrepreneurship		Module Co-ordinator(s) K. Furst H.Bruggeman		
Programme(s) in which to be offered: Final year entrepreneurship				
Indicative learning hours: 168		Percentage taught by School(s) other than originating School: N/a		
Aims of Module				
Learn students <i>about</i> management as well as how <i>to do</i> management				
Intended Learning Outcomes				
Knowledge and understanding:				
On successful completion of this module the students will be able to:				
<ul style="list-style-type: none"> - Describe the current trends and issues facing managers/entrepreneurs - Describe the historical background of management/entrepreneurship - Explain why people resist change and how resistance might be managed - Explain the major components that determine group performance and satisfaction - Discuss the challenges managers face in motivating (groups of) workers - Describe different motivation theories. - Show behavior that makes them more effective at negotiations. - Show behavior that makes them more effective at active listening - Show behavior that makes them more effective at managing conflict - Put the above mentioned in an international context - develop critical thinking, gain increased exposure to many different ideas and resources, expand their intellectual horizons and develop complex argumentation by debating. 				
Transferable/key skills:				
<ul style="list-style-type: none"> - work together with other people - give feedback to other people - perform in an intercultural context 				
Assessment components (in chronological order of submission/examination date)				
Type of assessment	Weighting%	Duration (<i>if exam</i>)	Word count (<i>if essay/dissertation</i>):	Component pass required

Written exam	50%	1.5 hour		
Presentation	40%			
Learning and teaching strategies:				
A series of lectures, guest lectures and workshops				
Indicative texts and/or other learning materials/resources:				
<ul style="list-style-type: none"> - Quinn e.o., (2008), <u>Becoming a master manager</u>, New York, John Wiley ans Sons - Stephen P. Robbins e.o. (2005) <u>Management</u>, Pearson, New Jersey - Stephen R. Covey (2008) <u>The Seven Habits of Highly Effective People</u>, Franklin Covey Cooperation 				

Change management

Module Title: Change management		CRN:		University module code:	
Level: Bachelor	Credit Value: n/a	ECTS Value: 6	Length (in Semesters) 1	Semester(s) in which to be offered: 1 st Semester	
Existing module	Title of Module being replaced (<i>if any</i>):			With effect from: September 2009	
Originating School: Business Engineering and Entrepreneurship		Module Co-ordinator(s) Tom Tijink & Kees Schöller			
Programme(s) in which to be offered: Final Year Entrepreneurship					
Pre-requisites (<i>between levels</i>): N/a			Co-requisites (<i>within a level</i>): Strategy development		
Indicative learning hours: 168		Percentage taught by School(s) other than originating School : N/a			
Aims of Module: Student needs in this module to acquire the competences according to Business Engineering and Entrepreneurship documents minimal requirements in the competence fields of “organisatie verbeteren” and “verander management”.					
Intended Learning Outcomes The student will analyse and improve an organisation in this module. He will be introduced to the role of Change Agent. And as such he will pass the process of acquiring, executing and presenting the result of a project.					

Knowledge and understanding:

On successful completion of this module the student will be able to put into practice:

- Change model Lewin
- Stakeholder analyses
- Diagnosing of organisation
- Change context
- Change strategy
- Interventions
- Porter Value Chain
- Inbound and outbound logistics
- Peter Kraljic matrix
- Management and HRM
- Benchmark

Transferable/Key Skills and other attributes:

- Work together with others in the production of a group assignment
- Researching organisational process
- Advise on Change Management

Assessment components (in chronological order of submission/examination date)

Type of assessment	Weighting%	Duration (if exam)	Word count (if essay/dissertation):	Component pass required
Group report	50%		4,000 – 5,000	
Individual assignment	50%	1/2		5,5

Learning and teaching strategies:

The course will be taught by a series of lectures, group exercises and mentoring. A case study and group homework assignments will be used if appropriate.

Syllabus outline: a series of articles on the subject.

Indicative texts and/or other learning materials/resources:

Organization Development and Change

- by Thomas G. Cummings (Author), Christopher G. Worley (Author)
- Peter Kraljic matrix

Remarks

Connect the Strategy to the Change Management module via the group assignment from the strategy module that can be transferred to the Change Management module.

Aim is competence based

(Export) Strategy development

Module Title: Organisational Strategy development		CRN:		University module code: FY03
Level: Bachelor	Credit Value:	ECTS Value: 6	Length (in Semesters) 1	Semester(s) in which to be offered: 1 st semester
Existing module	Title of Module being replaced (<i>if any</i>):			With effect from: September 2009
Originating School: Business Engineering and Entrepreneurship		Module Co-ordinator(s) E. van der Leij		
Programme(s) in which to be offered: Final Year Entrepreneurship				
Indicative learning hours: 168		Percentage taught by School(s) other than originating School: N/a		
<p>Aims of Module</p> <p>To develop the student's knowledge and understanding of the fundamental aspects of (export) strategy development to support the growth of the enterprise To be able to understand and design methods based on both financial and operational information in order to make strategic management decisions.</p>				
<p>Intended Learning Outcomes</p> <p>Knowledge and understanding:</p> <p>On successful completion of this module the students will be able to:</p> <ul style="list-style-type: none"> - Develop a strategy (including business plan) with <ul style="list-style-type: none"> - the strategic profile of the organization - a clearly defined mission and vision and value proposition - objectives and strategies of the organization - domain (Abell) and market segment in which the organization intends to be active. - external analysis at macro and meso level - internal analysis, in which attention has been paid to the Environment, Organization and management, Finance and Entrepreneurial technology - results of the external and internal analysis incorporated into a relevant confrontation matrix - a SWOT analysis, from which a final strategic option has been defined - development of an operational plan - Key ratios & performance indicators + applying them in decision making - a simple analysis structure for the company - Draw up and/or assess a Policy Plan with <ul style="list-style-type: none"> - options which have been accounted for on the basis of feasibility, appropriateness and acceptability - a clear choice of the target group and appropriate positioning - tactical and operational goals derived from strategic objectives - a clearly formulated vision with regard to the operational plan chosen - a plan of people and resources to be deployed - a financial and operational forecast in figures - a cost benefit analysis in relation to alternatives mentioned in chosen plan 				

- an initiation towards implementation

Transferable/Key Skills and other attributes

- find the core of a problem and can distinguish main issues from side-issues
- work in accordance with a planning of activities made in advance
- take into account interests, methods and results of colleagues
- Derive and interpret financial and operational management-information

Assessment components (in chronological order of submission/examination date)

Type of assessment	Weighting%	Duration (if exam)	Word count (if essay/dissertation):	Component pass required
Strategic plan.	60%		3000 – 4000	A 'pass' gives access to the individual examination
Examination	40%	2		

Learning and teaching strategies:

The syllabus will be taught by a series of lectures, guest lectures and workshops (for group assignments). Case studies will be used to clarify theoretical concepts. Students contact companies, for which they carry out, a strategy development project, resulting in a strategic plan. The final product is presented to the management of the company concerned, and it is tested for practical applicability and relevance.

Syllabus outline:

Strategic management receives much attention among companies at the moment. The main reasons include: growing competition at home and abroad, increasing demands that customers make on products and services and the desire of companies to perform in an innovative way. Whereas there used to be an implicit strategy in the past, nowadays internal and external stakeholders of organizations would like the strategy of organizations made more explicit in the form of a business plan (also strategic plan). The syllabus deals with various strategic terms, and various concepts in the field of strategy and strategic development

Organizations are subject to internal and external changes. Both external stimuli (e.g. a growing competition) and internal stimuli (e.g. management being dissatisfied with corporate profits) may result in organizational changes. These refer to strategic, tactical and operational aspects. The syllabus focuses on strategic aspects and concretely on the development of a Business Strategy. Strategy has to do with the direction the organization is seeking with regard to markets and products, with long-term objectives of an organization, with making choices and with taking decisions at management level.

Indicative texts and/or other learning materials/resources:

- Barney, Jay B. & William S. Hesterley (2008), Strategic management and competitive advantage. New Jersey: Pearson
- Charles T. Horngren, Gary Sundem, Jeff Schatzberg, Dave Burgstahler (2008) Introduction to Management Accounting.

Strategic Innovative Entrepreneurship

Module Title: Strategic Innovative Entrepreneurship		CRN:		University module code:
Level: Bachelor	Credit Value: n/a	ECTS Value: 6	Length (in Semesters) 1	Semester(s) in which to be offered: 1 st Semester
Existing module	Title of Module being replaced (<i>if any</i>):			With effect from: September 2009
Originating School: Business Engineering and Entrepreneurship		Module Co-ordinator(s) G. Schrooten		
Programme(s) in which to be offered: Final Year Entrepreneurship				
Pre-requisites (<i>between levels</i>): N/a			Co-requisites (<i>within a level</i>): Strategy development	
Indicative learning hours: 168		Percentage taught by School(s) other than originating School : N/a		
<p>Aims of Module:</p> <p>To develop the students knowledge and skills in the field of translating strategy and business models in quality of processes and concrete business plans.</p>				
<p>Intended Learning Outcomes</p> <p>Knowledge and understanding: On successful completion of this module the student will be able to:</p> <ul style="list-style-type: none"> - Define a business model - Use information skills to gather and analyse relevant data. - Transfer strategy and appropriate business models in concrete business processes. - Transfer strategy and business model in concrete business plans. - Define and operationalize quality in business processes. - Choose appropriate quality management models - Apply Business plans and business models in practical situations - Apply process management theories and financial management models in practical situations. <p>Transferable/Key Skills and other attributes:</p> <ul style="list-style-type: none"> - Work together with others in the production of a group assignment - Define and execute a research project to a methodological correct standard. - separate between main and side issues in researching organisational problems 				

Assessment components (in chronological order of submission/examination date)				
Type of assessment	Weighting%	Duration (if exam)	Word count (if essay/dissertation):	Component pass required
Group report	50%		4,000 – 5,000	
Individual assignment	50%	1/2		5,5
<p>Learning and teaching strategies:</p> <p>The course will be taught by a series of lectures, group exercises and mentoring. A case study and group homework assignments will be used if appropriate.</p>				
<p>Syllabus outline:</p> <p>The syllabus deals with the following subjects.</p> <p>What defines a business model and a business plan, what different business models can be used in practice? How do you make a business offer, and what effect does it have on business activities and core competences, based on the business model of A Osterwalder.</p> <p>What defines quality management, what different models can be used? How to design a quality model in practice.</p>				
<p>Indicative texts and/or other learning materials/resources:</p> <ul style="list-style-type: none"> - Quality management, balanced scorecard - Management models - Change management 				

Entrepreneurial Behaviour

Module Title: Entrepreneurial Behaviour		CRN:		University module code: FY04
Level: Bachelor	Credit Value:	ECTS Value: 6	Length (in Semesters) 1	Semester(s) in which to be offered: 1 st Semester
Existing module	Title of Module being replaced (if any):			With effect from: September 2009
Originating School: Business Engineering and Entrepreneurship		Module Co-ordinator(s) G. Schrooten		
Programme(s) in which to be offered: Final Year, business engineering and entrepreneurship				

Pre-requisites (<i>between levels</i>): N/a		Co-requisites (<i>within a level</i>): N/a		
Indicative learning hours: 168	Percentage taught by School(s) other than originating School : N/a			
Aims of Module: To develop the students knowledge and skills in the field of opportunity recognition and opportunity evaluation, resulting in a concrete business model and revenue model.				
Intended Learning Outcomes				
Knowledge and understanding: On successful completion of this module the student will be able to:				
<ul style="list-style-type: none"> - Define a business problem - Use information skills to gather and analyse relevant data. - Use creative techniques to recognise possible solutions on business problems and business opportunities - Use strategic analysis methods - Define strategic options - Evaluate options on feasibility, suitability, acceptability - Transfer options in concrete business plans. 				
Transferable/Key Skills and other attributes:				
<ul style="list-style-type: none"> - Apply creative techniques in practical situations - Apply customer value models in practical situations - Apply Business model in practical situations - Apply strategic marketing models in practical situations. - Apply process and innovation management theories in practical situations. - Work together with others in the production of a group assignment - Define and execute a research project to a methodological correct standard. - separate between main and side issues in researching organisational problems 				
Assessment components (in chronological order of submission/examination date)				
Type of assessment	Weighting%	Duration (if exam)	Word count (if essay/dissertation):	Component pass required
Group report	50%		4,000 – 5,000	
Individual assignment	50%	1/2		5,5
Learning and teaching strategies: The course will be taught by a series of lectures, group exercises and mentoring. A case studie and group homework assignments will be used if appropriate.				

Syllabus outline:

The syllabus deals with the following subjects, how to deal with open and closed problems, how to use creative techniques to find possible solutions to business problems, how to use creative decision models, differences between open and closed innovation and how it influences innovation management in organisations, how to support innovative climate in organizations. Furthermore dynamics and complexity of the external environment and possible innovation strategies for organisations. The module also deals with strategic management, how do organizations fit and focus in their environment. There is special attention for customer orientation and business models that focus on customer needs (STP model (Segmentation, Target grouping, Positioning' and 'Proposition House" model)

How do you make a business offer, and what effect does it have on business activities and core competences (Business model of A Osterwalder).

Indicative texts and/or other learning materials/resources:

- Th C.M. Melis, Creativity in the innovation process, TSM (2002)
- J.W. Medenblik ea, Innovaton Diagnose instruments (2001)
- R. Chesborough. (2006), Open Innovation
- Marketing management models

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Interested?

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