

**YOUR INNOVATION HUB**

## **Innovative Entrepreneurship**

In the 1st and 2nd semester of 2020-2021, HZ University of Applied Sciences offers the semester programme Innovative Entrepreneurship in collaboration with Dockwize, the innovation hub for entrepreneurship and innovation. This is an English-language minor.

The programme consists of two blocks of 10 weeks (=15 ECTS each). It starts with an skills programme during ten weeks. During this programme you make a choice for the second block. Students who want to push on with their own business can continue in the Kickstart programme. Students who would rather be working in cooperation with larger organisations can continue in the Intrapreneurship programme.



## **Entrepreneurial Skills programme (15 ECTS)**

The Entrepreneurial Skills programme is an 10-week programme that focuses on developing entrepreneurial knowledge and skills. We train you to put entrepreneurship into practice and understand how you can find out what your customer wants.

You learn about Lean Startup, a method to build (new) and successful businesses based on a direct connection to their market. So every investment in time, effort and investment into the company immediately has its effect. The Lean Startup approach will have you focus on the essence of what will make your company successful as you develop products or services.



### **Kickstart programme (15 ECTS)**

The Kickstart Programme is a 10-week programme that builds on the skills programme to help you validate your (scalable) business idea and find your first customer. The programme focuses on the actual start of your own business and to help you find your product-market fit. You will be pushed to take the next step by validating your target audience and their needs and desires.

You will learn how to set up a marketing and sales plan and to determine your communications and distribution channels to reach your potential customers. We will also be looking at the legal side of running your business and offering your products to your customers. Plus, we will be running you through the best way to set up your revenue model, cost models and how to bring in investments when your business needs that.



### **Intrapreneurship programme (15 ECTS)**

The Intrapreneurship Programme is a 10-week programme that focuses on becoming an intrapreneur (= entrepreneurial employee). This programme is meant for ambitious and entrepreneurial students who have decided not to become an entrepreneur yet or who do not have a business idea.

During this block you will be working in teams on the implementation of an innovative project or a change project in an existing organization. Together with the company owner or projectleader you work on a challenging project. The best way to improve your skills as an intrapreneur!



## Course outline and Application Process

Programme sessions: 2 blocks of 10 weeks (Skills programme + Kickstart or Intrapreneurship programme) 4-5 full days every week:

- 1-day plenary programme
- 1-day feedback and coach session
- 2-3 day work out assignment

Apply by sending an email to [evelien.clemminck@hz.nl](mailto:evelien.clemminck@hz.nl)

Application deadline:

Fall semester: June 1st 2020

Spring semester: December 1st 2020

Suitable for: 3<sup>rd</sup> year students who are well-motivated and have an entrepreneurial attitude or innovative idea! The maximum number of participants is 25.

An intake interview is part of the enrollment procedure.