



Innovative Entrepreneurship

In the 1st and 2nd semester of 2021-2022 HZ University of Applied Sciences offers the minor Innovative Entrepreneurship. This is an English-language minor accessible to national and international (exchange) students. HZ has a long history in offering courses in Entrepreneurship.

This minor will focus on stimulating innovative entrepreneurship. The objective is to encourage new entrepreneurs to develop breakthrough-innovations, not only from a technological viewpoint but also from an economical viewpoint.

HZ University is one of the universities that has signed the Memorandum of Understanding of Startup Delta¹. (Vereniging Hogescholen)

The minor consists of two blocks of 10 weeks (= 15 ECTS each), which can be followed independently.

Block 1 Entrepreneurial skills (15 ECTS): You are eligible for this minor if your ambition is to become an entrepreneur and you must have an idea for a product (concept), service or business model. Not a worked-out business plan, an idea is all we request.

The first block focuses on developing entrepreneurial knowledge and -skills applied on your idea. This is done by means of workshops and guest lecturers given by experts, sometimes on location. Much time is reserved for validation of your idea/concept and finetuning it. Step by step your business plan is formed.

Deliverables block 1: Business plan (60%) and a pitch (40%) of your business plan. At the end of this block you make a choice between Kickstarting your idea or becoming an Intrapreneur.

Block 2A Student Kickstart (15 ECTS): Based on your progress during the first block, you choose to become an entrepreneur and kickstart your business idea / scale-up your own company. You can also participate in this block if you can prove you have mastered the competencies of block 1 by yourself, or in a comparable program.

The Student Kickstart is a 10-week programme that builds on the Skills programme to help you validate your (scalable) business idea and find your 'launching 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.

Business coaches will participate and are available for feedback. They act as a coach, not as your employee. You are the person in charge of the whole process. Workshops concerning financing your business, networking, legal issues and pitching will be offered.

Deliverables block 2A: Personal progress portfolio (100% of grading).

Block 2B Intrapreneur (15 ECTS): During the first block you have decided not to become an entrepreneur yet, but to develop your entrepreneurial skills to become an Intrapreneur (= entrepreneurial employee). You will apply your knowledge and the entrepreneurial skills you master in an existing organization.

For 10 weeks you will be working on the implementation of an innovation project or a change project in an existing organization in the region. You will be the (assistant of the) project leader, who will bring an innovation project into the next stage of implementation. This might be in an individual assignment or in a team assignment.

Deliverables block 2B: Contribution to implementation of a business case.

Prior to this block, clear objectives are defined that have to be delivered. Tasks and responsibilities are well defined. During this block you will demonstrate and improve your skills as an intrapreneur. Workshops to improve your performance or coaching will be offered at your request. Deliverables block 2B: Project plan and Personal progress portfolio (100%).

Course outline & Requirements

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

Suitable for: 3rd 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.

¹ See: www.vereniginghogescholen.nl or for the MOU: <http://bit.ly/2nntfhS>