



The Courses of Your First Year

In this document, you will find all the courses you will get in your first year with a brief description. As we want you to become a versatile entrepreneur, you'll also have a lot of different workshops in your first year.

All the subjects will be applicable to your business idea or business.

If you want more information, feel free to reach out to tess@teamacademy.nl

24hrs Challenge

A 24-hour challenge is all about solving a problem from a real client within 24 hours.

It is a team effort in which you work for 24 hours on the challenge presented, come up with the best solution possible, and present this to the client and the community. Examples of companies a 24-hour challenge has been organized: Salesforce, Nuon, Patagonia, and many more.

It is also a battle between the teams, so may the best team win!

Book reading

At Team Academy an important part of your personal development comes from reading books. We value book reading as it is a well-known and proven good habit for successful entrepreneurs.

During each of your 4 years at TA, each year, you have to read books worth 15 book points (= 5EC points). Depending on what kind of books you choose (you can also suggest books that are not on the list yet), during each of the 4 years you have to read a maximum of 15 books and write 15 essays, that will be evaluated by your team coach.

Business Etiquette

Like many courses at Team Academy, this course is an investment in yourself. It will prepare you for the moment when opportunity comes knocking at your door. By putting the four uncommon qualities that form the core of this course into common practice you will open yourself up to circumstances you might otherwise have missed or that would have simply passed by. You will be in a position where you can enhance your relationships, expand your horizons, and move forward to the next level of your life with confidence. You will be poised for success!

Brilliance of Failure

In this module, you will work and learn to recognize the difference between failures and brilliant failures and the psychology of them both.



Customer Visits

The term 'Customer Visit' does not just mean 'a visit TO a (potential) customer'. The visit itself can be to any event, individual, or group of people. The visit always involves interaction with (human) sources with the purpose of getting information relevant to the search for a repeatable and scalable business model. As such, the use of the adjective 'Customer' is to designate such visits as a necessary and integral part of the 'Customer Development' process. Team Academy uses such visits in the BBA curriculum for you to learn and practice the required skills to use during such visits to test the hypotheses of your (future) Customer Development Process.

Dialogue

The basics of Team Academy vision on learning is social constructivism: learning from practice by constantly comparing your perspective on reality with reality itself, as a basis for constructing experiments together to approach reality differently and achieve different results. The learning is optimal in both speed as well as depth when the team is skilled in practicing dialogue, the art of learning together. Dialogue 1 and 2 are designed to learn about the basics of dialogue, on which skilled team coaches can develop further competence by practicing dialogue, when necessary, twice a week in team sessions.

English Essay Writing B2

By the end of the course, you will be able to write a coherent essay that includes an introduction, two or three coherent and cohesive main body paragraphs that are related to the thesis statement in the introduction, a conclusion, and language and structures used for comparing and contrasting information demonstrating B2 level of English.

Entrepreneurial Core Theory

This course is your first encounter with "Entrepreneurship". You will obtain a basic understanding of the fundamentals of Entrepreneurship from a start-up perspective. This course invites you to engage in start-up concepts, understand some of their underlying mechanisms and develop your own view. You are encouraged to look beyond the borders of your current conceptions and to obtain an understanding of the workings of start-ups from a combined practical and scientific perspective. Then, you will learn how this relates to developing your own business and being an entrepreneur.

Entrepreneurial Research:

We want you to excel in the entrepreneurial Academic Skills: Analysis, Abstraction, Argumentation, and Application (the four A's). We want you to understand and be capable of performing all the elements of the research process.

Finance

At the end of this course, you will be expected to understand the basics of financial accounting, management accounting, and taxation. For this course, there is also an exam.

- Financial Accounting (FA)
 - The basic financial accounting of a company from recording business transactions using accounting journals and the double-entry bookkeeping accounting system, posting journals to the



general ledger, creating a trial balance through to the preparation of financial statements including Profit or Loss and a Balance Sheet.

- Management Accounting (MA)
 - o Some basic management accounting includes classifying costs, calculating break-even sales volume, overhead cost allocation, budgeting, and pricing your product.
- Taxation
 - o Overview of taxation, focusing on Personal Income Tax, Sales Tax (VAT / BTW), and Corporation Tax

Individual Breakthrough

On your way to reach your goals, you often are confronted with barriers, and you find excuses, which keep you from reaching your goals. How to break through your 'limiting beliefs' is the core of this workshop, in which we create consciousness on what hinders you to reach your goals and experience a real breakthrough.

Interculturality

Interculturality 1 will provide you with insights into the basics of cross-cultural communication as you will work with and in international teams of team entrepreneurs and you will start doing business in an international environment.

Law

This module will help you to prepare the legal platform for your (team) business activities and it is the starting point for deepening your knowledge on the various aspects of creating a personal- or legal entity. You will get a brief overview of the various intellectual property rights, privacy aspects and the rights consumers have when doing business.

Leadership Elective

As an important part of the learning line Leadership, teams will have to show that they are able to take leadership in planning their learning activities so as a result of the other mentioned modules the team should come with a well-thought proposal for the input of this specific module; the leadership elective to be chosen by the team. This means that based on the learning outcome(s) of these modules the team discusses what a good elective would be for the development of the team.

Learning Journey

For a period of six weeks, you will go to Bucharest, Romania. Here, you will start to form a team, learn about the Team Academy method, have team sessions, do a collective assignment consisting of a combined team money goal and 5 company visits, get introduced to core theory aspects, and enjoy three workshops. The main goal is to get you out of traditional classroom learning and start team entrepreneurial learning.

Marketing

In 5 steps you are taken through the sales basics with some touches of marketing. It starts with setting goals. We believe you need focus in order to achieve something. Once that is clear, we go



through a model to structure your sales activities. Then we have a lesson dedicated to cold calling. Then we focus on conversation techniques in which you learn how to have an effective sales conversation. Lastly, you evaluate your own progress and through the used model can expect a positive change in mindset – you know why you did or did not achieve your goals. In between most lessons, there is a practical application assignment.

Money Goal

The money goal is the first step to becoming an entrepreneur, by earning your own money and working together as a team. The money goal is a team effort to be reached. It is set as a goal to be reached by the team (€1.500,- per member of the team times the number of team members).

Presentation skills

Topics covered are:

- Structure;
- Signposting, signaling, and cohesion;
- Forming persuasive arguments;
- Designing slides;
- Body language;

The final assessment is a 15-minute presentation.

Project Management

Why can one project be such a struggle whilst another project practically runs itself? What is the difference? What elements and roles are involved? What is the impact of Personal leadership and team dynamics on it? For successful project management more is needed than strict steering, strong planning, and diligent budgeting. The key to project success lies in generating and addressing energy, commitment, and creativity; teamwork being the primary steering mechanism.

Sales

In this module, we will look at different models to structure sales activities. Then, we will dive deeply into the sales process: we will learn how to structure a cold call, learn the techniques for an effective sales conversation, and learn to close a sale. Lastly, we will return to the bigger picture and set some objectives and KPIs for your sales activities.

Self Managing Leadership

Self Managing Leadership offers you the possibility to learn more about your personal leadership in relationships with others and develop a clearer sense of direction for yourself.

You will:

- explore the influence of your personal background and upbringing on your future;
- gain insight on the importance of your personal purpose, values, and vision;
- understand how to deal with non-functional habits and barriers;
- appreciate and use your core strengths and qualities;
- focus on the things that are the most meaningful in your life;



- create goals, strategies, and an action plan to follow up on them for the coming 100 days and beyond.

Skillsweek

The skills week is one week in week in the academic year, where you can learn additional skills to help in your development as an entrepreneur.

During the year all team entrepreneurs will get the opportunity to first send in ideas and wishes for skills they would like to learn extra. The most chosen topics/skills will then be put in a list to choose from.

Medio March/April there will be a skills week with 3 – 4 classes to choose from for all team entrepreneurs. A skills class will require a minimum of 10 participants to continue.

The skills week is separate from the existing curriculum and does not necessarily build on to any subjects. Classes will be combined for all students of all years/teams.

StartUp week

The StartUp Week is the introduction to the world of Team Academy, the team entrepreneurs, its philosophy, and what it's all about. It is a week filled with important information, but also full of fun activities. The goal is to establish relations with Team Academy, our methodology, Team Academy members, and team entrepreneurs for the future.

Team Sessions

Team sessions are an essential part of Team Academy's learning method. In each session, we work closely together as a team coached by the team coach, learning and applying all different skills from the learning lines Leadership, Entrepreneurship and Research, Creation and Commercialization, and Integrated Skills.

Understanding Innovation & Design:

This module will help you get a basic understanding of innovation and will teach you the distinction between idea, invention, and innovation as well as between creativity and creating customer value. Furthermore, you will create an understanding of the basic steps and conditions for innovation and the innovation mini business case.

Website and Social Media Platforms

The course will lay the foundation for digital marketing activities, tools, and techniques and will underline their importance and impact in different types of business, either fully digital, off-line, or mix. The course will cover the most important types of platforms in the digital landscape: websites and Social media accounts. The course will provide clarity on the difference between owned (e.g. website) and earned media (e.g. social media presence, you do not own something like Facebook). This will in turn help you in your development and that of your team.