

PROGRAM OVERVIEW YEAR 1-4

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YEAR 1: START YOUR BUSINESS
<p>Entrepreneurship</p> <ul style="list-style-type: none"> • €1.500 gross profit • 25 customer visits • 2 x 24H challenge • Business mentoring <p>Education</p> <ul style="list-style-type: none"> • 12 theoretical courses (f.e. entrepreneurial practice theory, finance, law, sales & marketing) • 3 courses in personal leadership • Book reading • 2 evaluation weeks • 2 team sessions per week • Team coach • 3 learning contracts <p>Ecosystem</p> <ul style="list-style-type: none"> • Teambuilding @ start-up week • Learning journey to Romania. • Masterclasses

YEAR 2: DEVELOP YOUR BUSINESS
<p>Entrepreneurship</p> <ul style="list-style-type: none"> • €2.500 gross profit • 25 customer visits • 2 x 24H challenge • Business mentoring <p>Education</p> <ul style="list-style-type: none"> • 12 theoretical courses (f.e. research skills, value proposition design, business model innovation) • 3 courses in personal leadership • Book reading • 2 evaluation weeks • 2 team sessions per week • Team coach • 3 learning contracts <p>Ecosystem</p> <ul style="list-style-type: none"> • Organize a team building day @ start-up week • Learning journey to South Africa • Masterclasses

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YEAR 3: GROW YOUR BUSINESS
<p>Entrepreneurship</p> <ul style="list-style-type: none"> • €5.000 gross profit • 25 customer visits • 2 x 24H challenge • Business mentoring <p>Education</p> <ul style="list-style-type: none"> • 9 theoretical courses • 3 courses in organizational leadership • 2 broadening minor • Book reading • 2 evaluation week • 2 team session per week <p>Ecosystem</p> <ul style="list-style-type: none"> • Organize the start-up week • Learning journey to a country of your choice • Masterclasses • Poster Coffees

YEAR 4: EVALUATE YOUR BUSINESS
<p>Entrepreneurship</p> <ul style="list-style-type: none"> • 1 x 24H challenge • Business mentoring <p>Education</p> <ul style="list-style-type: none"> • 5 theoretical courses • 1 course in leadership of your choice • 2 in-depth minors • Book reading • 1 evaluation week • 1 team session per week • Thesis <p>Ecosystem</p> <ul style="list-style-type: none"> • Teambuilding @ start-up week • Masterclasses • Poster Coffees

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CURRICULUM YEAR 1 2020-2021

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Code	Learning line: Entrepreneurship and Research (ER)	EC	Class Hours
0101ER	Entrepreneurial research 1	3	24
0102ER	Entrepreneurial practice theory 1	2	16

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Code	Learning line: Creation and Commercialization (CC)	EC	Class Hours
0101CC	Understanding innovation & design	2	16
0102CC	Sales and Marketing 1	2	16
0103CC	Website planning, build and operation	2	16

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Code	Learning line: Integrated Skills (ISK)	EC	Class Hours
0101ISK	Law year 1: legal structure, legal documents, intellectual property rights, consumer rights	2	16
0102ISK	Finance year 1: accounting & budget management, balance, profit & loss, cash flow, product-service cost calculation, fiscal regulations	2,5	20
0103ISK	English writing essays B2	2	16
0104ISK	Dutch/Dutch for Internationals	1	8
0105ISK	Project management basics	1,5	12
0106ISK	Presentation skills	1	8
0107ISK	Interculturality year 1	1	8

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Code	Leadership (LE)	EC	Class Hours
0101LE	Self-Managing Leadership Workshop	1	8
0102LE	Individual breakthrough	0,5	4
0103LE	Leadership Elective	0,5	4
0104LE	Dialogue 1	0,5	4
0105LE	Book reading semester 1	2	16
0106LE	Book reading semester 2	3	24
0107LE	Skills week	1,5	12

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Code	Team Performance (TP)	EC	Class Hours
0101TP	Start-up week	1	
0102TP	Learning journey year 1	8	
0103TP	Team sessions semester 1 year 1	6	
0104TP	Team sessions semester 2 year 1	4,5	
0105TP	Team result/Money goal year 1	5	
0106TP	24HRS Challenge	2	
0107TP	Customer Visits Romania	0.5	
0108TP	Customer Visits Semester 1	1	
0109TP	Customer Visits Semester 2	1	
	Overall year 1	60	248

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