

Entrepreneurship

Course guide 2025-2026

Semester	Fall (semester 1)
Inholland location(s)	Amsterdam
Inholland faculty	Business, Finance & Law
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

Subjects

Subject title	ECTS	Course code
Next Gen Start-up	20	1324BS321A
Entrepreneurship: The Mindset	10	

Content subjects

Focus on creating

The Dutch economy is known for its startups. Startups in the gaming, fashion, tech and of course in the agricultural area. Traditionally, the tech and agri startups are connected to science orientated universities, the other areas often arise from universities of applied sciences.

In this course you will create, in a team, a sustainable business concept in the business field you choose. During the course you have workshops to guide you through this process. Half way you pitch your business concept in a competition setting to business angels. After the pitch you will enter the market with your business. A challenging path where you can only win, as mistakes are learning points.

Focus on growth

Although the Netherlands has plenty of start-ups, it lags behind when it comes to the number of businesses that grow to a turnover of more than €5 million or 100 employees (source: Gazelles). Whereas many of the Top 100 businesses in the US were started after 1980 (Google, Apple, Microsoft, Tesla, Uber, and so on), the majority of the Top 100 businesses in the Netherlands have been in existence for over 100 years (Philips, Akzo, DSM, Shell, Unilever).

Starting an innovative business is one thing, ensuring that it grows into a large business is another. Many barriers and obstacles are encountered during this growth process and few entrepreneurs succeed in overcoming them. This semester explores these barriers.

Focus on innovation

Copying an idea is one of the easiest way of starting business but one can ask themselves is this sustainable? Is it a competitive concept? Starting or changing a business concept starts with having a mindset that is looking for alternatives. Or looking for innovations. Some say that the course for business in Europe is the ability to innovate. In this semester we challenge you to explore the opportunities of doing business. Looking for options and operating across one comfort zone.

Focus on you

In the previously mentioned assignments and tasks you are acting in an entrepreneurial environment. But what about your entrepreneurial behavior? In workshops, company visits, action research, guest lecturers and activities you will explore and improve your entrepreneurial competence. Using tests and assessments, you reflect on your growth as an entrepreneurial minded person.

Way we work

Traditional classroom settings are not the best way to learn about entrepreneurship. Research has proven that. Our way of working is that we work in climbs. Short periods of time in which you work on a part of the process of developing a sustainable business concept. You will do this in a team.

We invite experts from the field to share knowledge with you, we invite you to share your knowledge with the others and we expect that you gather knowledge and skills on your own.

We expect that you will be at the university on Tuesday and Thursday for physical meetings. Outside these days you need time to do company visits, online learning and so. E.g. you will join the COIL program Working across Borders (an online project for 700 participants from all over the world) where you will be a consultant for a global working company. You will advise them on implementing the SDG's. You won't do this on your own, you will be partner in an international team.

What do we ask from you

- You take responsibility
- You communicate and work with passion
- You have the guts to step out of your comfort zone
- You have a critical and analytic view towards process and systems. You look for improvement and optimisation
- You have the ability to reflect, to set goals and develop a unique view towards entrepreneurship

Crucial in the whole course is that you do things you think are valuable for your own professional development. We regularly have online or offline guest speakers. We intent to socialize after company visits. And at Christmas we have Secret Santa. We strive to offer you the best possible learning experience.

Learning outcomes

- Creating an entrepreneurial mindset, acquiring entrepreneurial skills
- Knowledge and insight in business and especially family business
- Understanding and insight in Dutch (business) society

Prerequisites and co-requisites

Some basic understanding of business topics is recommended. An active and entrepreneurial mindset is essential.

Recommended or required reading and/or other learning recourses/tools

Most material is online sources. At the start of the course, current books and readings will be mentioned.

Assessment methods and criteria

- Presentations
- Portfolio
- Assessment
- (proven) Business plan

Lecturer(s)

Lecturers: Herman ten Cate, Karin Lindenhovius.

Coordinators Erik.Hendriks@inholland.nl and Herman.tenCate@inholland.nl