MSc Information Studies: Data Science (track)
Course: Data Driven Business Innovation and Entrepreneurship
Course Manual 1.1

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Lecturers
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Data-Driven Business Innovation and Entrepreneurship

The general aim of this course is to deliver knowledge about and insight in the relevance of entrepreneurship and innovation for data scientist as well as to develop their entrepreneurial skills. Entrepreneurship is an increasingly important subject for students and professionals, also in the context of data sciences. The growing complexity of the data science sector and its accelerating dynamics urge professionals to think and act in an entrepreneurial way. In this course, entrepreneurship is defined in a broad sense, as ‘the creation, discovery and exploitation of value-adding opportunities’. This definition includes both independent (small) business ownership and intrapreneurship/corporate entrepreneurship (entrepreneurial activities undertaken within a large firm).

This course is part of the second period of the Data Science track of the MSc Information Sciences at the University of Amsterdam. See also: [http://gss.uva.nl/future-msc-students/content11/data-science.html](http://gss.uva.nl/future-msc-students/content11/data-science.html).

This course manual is subject to changes, which will also be announced on Blackboard. This is version 1.0 (dated 10 October 2016).

Pillars of the course

This course is based on three pillars:

- The transfer of academic knowledge in the field of innovation and entrepreneurship, during lectures and through the study of academic papers and books.
- The development of personal entrepreneurial soft skills, which may contribute to entrepreneurial success, during interactive workshops.
- To come from a business idea to a solid business plan, with the help of the adjusted Business Model Canvas 4.5 approach and the study of an own real life case.

Objectives

After having finished this course successfully, the student is able to:

- Master the obliged academic literature on entrepreneurship from the course.
- Critically make use of theoretical foundations for practice-based ideas.
- Think ‘out of the box’ concerning entrepreneurial ideas.
- Approach entrepreneurial challenges with extra confidence.
- Develop a business idea according the obligated criteria.
- Thoroughly communicate the business plan in a short pitch.

**Examination**

The final grade for this course is based on 1) the written exam and 2) the Entrepreneurship case (both count for 50%). Both forms of examination should be sufficient, i.e. a grade higher than 5.5.

The written exam is an individual assignment based on the literature and the content of the lectures. It consists of six questions, including one case question. All questions yield 1.5 points (the first point is free).

The Entrepreneurship case is a group assignment (the size of the groups depends on the number of students in this course, normally three persons). The grading of the Entrepreneurship case consists of: originality (1/4), feasibility (1/4), completeness (1/4) and presentation (1/4); the readability of the report is a possible dissatisfier. Note that the presentation is a separate event to the report, worth 12.5% of the final grade.

Additional to the regular lectures, meetings between the groups, on the one hand, and one of the lecturers, on the other, will be organized (the maximum is three meetings per group). The aim of the meetings is to help students with developing their Entrepreneurship case. These meetings will be scheduled on Mondays after the lectures and on Wednesdays after or during the lectures. The meetings will be schedule using a shared Google spreadsheet. Each group will choose one person to communicate with the lecturer (the contact person). He/she will send an email to the lecturer with a short outline of the points the group wants to discuss, including their preparation materials (if any), at least two days prior to the meeting to i.rozentale@uva.nl.

Next to these obligatory aspects of the course, a number of small assignments have to be delivered. Presence with all lectures is compulsory.
**Schedule**

The lectures take place on Mondays from 13:00 until 15:00 and on Wednesdays from 15:00 until 17:00. Business plan consultations on both Mondays and Wednesdays.

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<th>Topic</th>
<th>Literature / Assignment</th>
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<td>Working group</td>
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<td>3 Mon 7-11</td>
<td>Business Model Canvas 4.5</td>
<td>Barrow et al. (2015)</td>
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<td>4 Wed 9-11</td>
<td>Presentations of business ideas</td>
<td>Prepare pitches in groups of 2 minutes</td>
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Study load

Successful completion of the course delivers 6 ECTS, hence 168 hours in study time is required. The different elements have the following study load:

- Lectures: 40 hours.
- Consultancies: 8 hours.
- Entrepreneurship Case (BMC 4.5): 55 hours.
- Practice of enterprising competencies: 6 hours.
- Self-study for the exam: 55 hours.
- Examination 4 hours.

Literature

This book is used for the Entrepreneurship case:

The following sources should be studied for the working groups by Dr. Van Gelderen:

The following sources should be studied for the guest lecture:

The following papers are dealt with during the lectures and should be studied for the exam:

Introduction


**Open innovation and beyond**


Business model design for competing goals


The startup ecosystem


Sustainable entrepreneurship


