Entrepreneurship

in Human Movement Sciences

Course Manual 1.0

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**Introduction**

In recent years, entrepreneurship education has shifted from the exclusive domains of business administration and economics to many other domains as well. In the academic year 2010/2011, entrepreneurship was taught for the first time at the Faculty of Human Movement Sciences (Vrije Universiteit Amsterdam). Since then, it has become a popular elective among students. In the last academic year 2014/2015, about 40 students participated in this elective. In the same year, students who had enrolled in this course won the prestigious Summer School Entrepreneurship, organized by Rabobank Amsterdam and the Amsterdam Center for Entrepreneurship (ACE).

**Pillars of the course**

This Entrepreneurship in Human Movement Sciences (EHMS) course is based on three pillars:

- The transfer of academic knowledge in the field of entrepreneurship, during lectures and 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 approach and the study of an own real life case.

**Objectives**

After having finished this EHMS course successfully, the student should be able to:

- Master the obliged 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**

This elective loads 6 ECs. The final grade for this EHMS course is based on the written exam and the EHMS 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 whereas the EHMS case is a group assignment (for a group of three students). Next to these obligatory aspects of the course, a number of small assignments have to be delivered. Presence with the lectures is compulsory. Additional to the regular lectures, meetings between the groups, on the one hand, and one of the lecturers, on the other, will be organized.

**Schedule**

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<td>Introduction</td>
<td>Enno Masurel</td>
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<td>5/4</td>
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<td>Business Model Canvas 4.1</td>
<td>Enno Masurel &amp; Jordi Erken</td>
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Always check [www.rooster.vu.nl](http://www.rooster.vu.nl) for the latest update.

**Literature**

For the EHMS assignment, the next book is used:


Other materials which should be used will be announced and made accessible through blackboard.

The next paper has to be studied for the first guest lecture:


The next papers have to be studied for the second and third guest lecture:


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


