

Entrepreneurship: Theory and Practice

START YOUR BUSINESS IN 5 WEEKS

Course Description

As the course is called Entrepreneurship: Theory and Practice, we obviously will also spend quite a bit of time and effort in the practical aspects of entrepreneurship. Therefore in this course you will write a business plan on the idea of your choosing. The method we use for this business plan is called Disciplined Entrepreneurship; 24 steps to a successful start-up, and is developed and used by the Massachusetts Institute of Technology (MIT). The reason for choosing this method is that it gives you a solid framework for writing a business plan while at the same introducing a number of checks and balances with which to evaluate and, if necessary, adapt your business proposal.

Course Structure

Brainstorm Session:

The first session of the course will be used as a introductory/brainstorming sessions. In this session students will get the chance to get acquainted with each other and facilitations teams will be formed. Regarding the business plan teams each student is expected to prepare a pitch of maximum 1 minute (no electronic visual aids are allowed) detailing his or her idea. Based on a group discussion we will select the four best ideas after which groups are formed.

Practice Sessions:

In the practice sessions the central theme over the 5 weeks will be the business plan. Practice sessions are part instruction sessions as well as feedback sessions. The first part of the session (with the exception of week 1) will be used to discuss the progress of the week before and receive adequate feedback from both the other student groups as well as the tutor. The second part of the session will be devoted to discussing the new tasks to be completed, clarifying potential questions and making working arrangements for that week. In this second part the tutor plays an advisory role and will address questions from students. A good preparation in both the execution of the business plan as well as preparation in tasks to be accomplished is therefore imperative.

Course Schedule

1:	Brainstorming Session: Introduction Idea Pitches	Practice session 1: Present Chapter 1 Pre-discuss Chapter 2
2:	Practice session 2: Present Chapter 2a Pre-discuss Chapter 2b	Practice session 3: Present Chapter 2b Pre-discuss Chapter 3
3:	Practice session 4: Present Chapter 3 Pre-discuss Chapter 4	Practice session 5: Present Chapter 4 Pre-discuss Chapter 5
4:	Practice Session 6: Present Chapter 5 Pre-discuss Chapter 6	Practice Task 7: Discuss Chapter 6 Pre-Discuss Chapter 7
5:	Practice Task 8: Discuss Chapter 7 Pre-Discuss Chapter 8+9	Q&A Session

COURSE STARTS MAY 29TH!

Course Method

Disciplined Entrepreneurship offers a comprehensive, integrated and proven step-by-step approach to creating innovative, highly successful products. It focuses on the iterative process that marches you toward that optimal, elegant solution - the foundation for your whole business. Whether you're creating a physical good, a service or the delivery of information, Disciplined Entrepreneurship breaks down the necessary processes into 24 steps that any industrious person can learn.

As the world becomes more complex and the problems become more urgent, the need for entrepreneurs will only grow. This framework will allow intrepid entrepreneurs to quickly and efficiently find their way toward the best solutions. Whether you're a first-time or repeat entrepreneur, Disciplined Entrepreneurship offers the tools you need to improve your odds of making a product people want and need to buy.

Course Practicalities

The course is what we like to call a hybrid SPOOC meaning that students can choose to follow the method on their own utilizing the course theory and work book. However we strongly feel that the added benefit is sparring with experts and fellow entrepreneurs around the proposed business idea.

We therefore offer in selected weeks the option to spar about your idea with fellow classmates and a team of experts.

Teaching Team

ROY BROERSMA
r.broersma@maastrichtuniversity.nl

Operational Manager Centre for
Entrepreneurship & Innovation

@MaastrichtUniversity since 2003

Father of Raf
Festival Organizer
Long-Distance Runner
Decent Tennis player
King of Quiz nights
Podcast Host

Register here!

