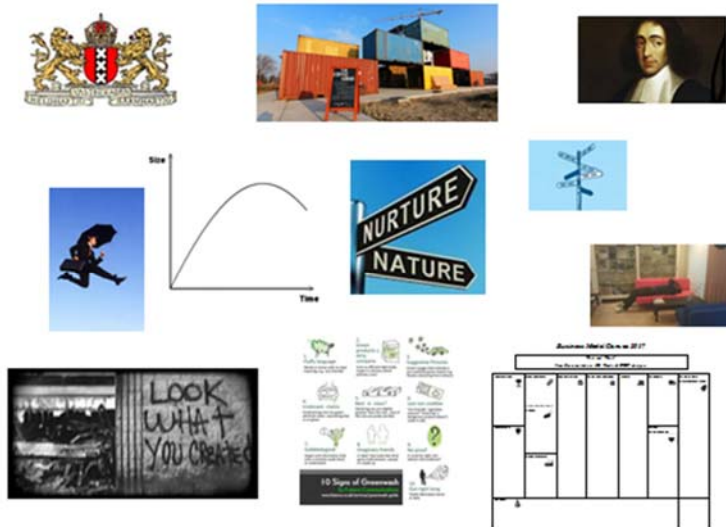


New Venture Creation and Entrepreneurship



2019

ECTS: 3

Contact hours: 50

Lecturers: Prof. Enno Masurel (also coordinator) and guest lecturers

Contact info

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Course Description

The creation of new ventures is one of the most important economic issues of this time, all over the world. The creation of new ventures is not limited to start-ups only, but also applies to the development of new activities by existing firms (among them corporates) and spin-offs by universities, company expansions, take-overs, and scale-ups, and much more.

Amsterdam offers a broad and interesting palette of entrepreneurs, firms and entrepreneurial organizations, this is called the Amsterdam entrepreneurial ecosystem. The Center for Entrepreneurship of the Vrije Universiteit Amsterdam (CfE@VU) plays an important role in the Amsterdam entrepreneurial ecosystem. Therefore, this international summer school is the right opportunity to study new venture creation and entrepreneurship.

This course follows a double approach. The first approach is the sustainable entrepreneurship approach, dealing with the economic, social and ecological aspects of new ventures. The second approach is the life cycle of the firm approach, dealing with the changes of the firm and the entrepreneur during the life cycle of the firm.

Next to above mentioned approaches, an important part of the content of this course is determined by the students themselves, who are expected to come up with their own business ideas and contributions, guided by the course lecturers.

After morning lectures which discuss topics as the Business Model Canvas for Start-ups and Scale-ups and the Amsterdam entrepreneurial ecosystem, in the afternoons the students work on practical assignments, with additional support from outside experts.

The course ends with the elevator pitches of the team assignments, in a Dragon's Den/Shark Tank setting.

Learning Objectives

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

- Work with the most recent insights in the field of new venture creation and entrepreneurship.
- Start his/her own enterprise in any national or regional context.

Excursions

Two firms/organizations that play pivotal roles in the Amsterdam entrepreneurial ecosystem will be visited. Last year the students paid visits to Nuon/Vattenfall (one of the major Dutch energy suppliers) and ACE Venture Lab (the Amsterdam university incubator).

Reading List (preliminary)

Chandler, G. N., DeTienne, D. R., McKelvie, A., & Mumford, T. V. (2011). Causation and effectuation processes. *Journal of Business Venturing*, 26, 375-390. <http://dx.doi.org/10.1016/j.jbusvent.2009.10.006>

Bhimani, A. (2017) Financial management for technology start-ups, Kogan Page.

Kleijn, E., Masurel, E., & van Montfort, K. (2011). The influence of 'outsiders' on innovative behavior by medium-sized firms. *International Review of Entrepreneurship*, 9(2), 133-130.

Van Gelderen, M. W. (2017). Generating initial ideas for new venture opportunities. To be downloaded from www.enterprisingcompetencies.com.

Van Gelderen, M. W. (2017). Giving and taking in networking. To be downloaded from: www.enterprisingcompetencies.com

Masurel, E., & van Montfort, K. (2006). Life cycle characteristics of small professional service firms. *Journal of Small Business Management*, 44(3), 461-473. <https://doi.org/10.1111/j.1540-627X.2006.00182.x>

Wasserman, N. (2008). The founder's dilemma. *Harvard Business Review*, 86(2), 102-109.

Masurel, E., & Kerster, S. (2018). SMEs and the use of their full potential for sustainable entrepreneurship: Empirical evidence from the Dutch construction sector. *International Review of Entrepreneurship*, 16(2), 241-256.

The papers will be provided free of charge. The book by Bhimani (2017) should be ordered online by the students themselves. Other materials that are used will be announced timely and made accessible without additional costs.

Assignments

The students will work on three assignments during this international summer school: an individual assignment (an essay about entrepreneurial role models in different cultures), a duo assignment (solving a real life case about entrepreneurship), and a team assignment (development of an own business idea with the help of the Business Model Canvas for Start-ups and Scale-ups). The assignments will be introduced during the course.

Grading

Presence: mandatory for all lectures and sessions.

Individual assignment: 25% (including presentation and discussion).

Duo assignment: 25% (including presentation and discussion).

Team assignment: 50% (originality 12.5%; completeness 12.5%; feasibility 12.5%; presentation 12.5%).

Readability of the reports is a possible dis-satisfier.

Daily course schedule

The exact schedule will be presented during the introduction on the first day of the course.

Overall, the course takes place on Monday until Friday, from 9.00 until 18.00. The weekend in between the two weeks is at leisure.

More information

The VU Amsterdam Summer School:

https://bachelors.vu.amsterdam/en/summerschool/index.aspx?gclid=EAlaIQobChMIyMnwqJ_F4QIVwud3Ch2qiQcIEAAYASAAEgKUCPD_BwE

The VU Center for Entrepreneurship:

<https://sbe.vu.nl/nl/afdelingen-en-instituten/center-entrepreneurship/index.aspx>

Prof. Enno Masurel:

<https://www.linkedin.com/in/enno-masurel-63551645/?originalSubdomain=nl>