

New Venture Creation in the Amsterdam Entrepreneurial Ecosystem



SYLLABUS

VU Amsterdam Summer School

6 – 20 July 2024



Any general questions for the Summer School support team? Contact amsterdamschool@vu.nl.



Course Details

Title	New Venture Creation in the Amsterdam Entrepreneurial Ecosystem
Coordinator(s)	Prof. Enno Masurel
Other lecturers	Various, to be determined
Study credits	3
Form(s) of tuition	On campus,
Approximate contact hours	40
Approximate self-study hours	40

Teaching staff (in order of appearance)

Prof. Enno Masurel

Various, to be determined

Course description

Amsterdam is one of the major innovation hubs in Europe and offers a broad and interesting palette of entrepreneurs, firms and entrepreneurial organizations: this is called the Amsterdam entrepreneurial ecosystem. The VU Center for Entrepreneurship (see here: <https://vu.nl/en/about-vu/research-institutes/vu-center-for-entrepreneurship>) plays an important role in the Amsterdam entrepreneurial ecosystem, with its focus on education, research and valorization, and its connection with start-ups and scale-ups and many entrepreneurial organizations. 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 small firm approach, dealing with the changes of the firm and the entrepreneur(s) during the life cycle of the small firm. Next to these 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 and guest speakers. The students will operate in groups with great diversity.

Next to lectures which discuss topics as the Business Model Canvas for Start-ups and Scale-ups and the Amsterdam Entrepreneurial Ecosystem, the students work on their own group assignment, in which they develop their own business idea. Visits will be paid to two different incubators in Amsterdam, and one part of the program takes place in the center of Amsterdam. The course ends with the online elevator pitches of the group assignments, in a Dragon's Den/Shark Tank setting.

Learning objectives

By the end of this course, students will:

- 1) Have developed an innovative outlook on entrepreneurship.
- 2) Have developed an awareness that value-adding opportunities not only contain financial aspects but also social and environmental aspects (sustainable entrepreneurship).
- 3) Have developed insight into, and actually developed, their own enterprising competencies.
- 4) Have learned about the processes involved in the recognition and exploitation of opportunities, about creating societal value, and about the nature and role of networks.
- 5) Have gained the ability to write a feasibility plan on how to bring an innovation to the market.

Assignments and Assessment

The assessment takes place along three lines:

- 1) Team assignment Business Model Canvas (Innovativeness (25%); Technological feasibility (25%); Commercial feasibility (25%); Pitch & Discussion (25%); Completeness of the report (points deduction); Readability of the report, points deduction). This line represents 50% of the final grade.

2) Essay (This will be assessed on the basis of persuasiveness. Ambiguity of the proposition and poor readability of the essay may lead to deduction of points). This line also represents 50% of the final grade.

3) Four small assignments (they will be assessed on the basis of Pass/Improve/Fail).

The whole summer school will take place live on the VU campus, next to above mentioned external activities. The detailed schedule will be provided later, as it will be highly actual. The period is 8 to 19 July. The lectures and tutorials take place from Monday to Friday, daily from 10:00 until 17:00.

Presence with all parts of the program is mandatory for each student. This presence will be checked with a presence list that is filled in by the students during each program part. In this way acquiring the 3 credits is justified. Next to that, mandatory presence contributes to the quality of the group assignment. During the whole program an active commitment and a social attitude of the students is required.

Provisional reading list

Masurel, E. (2019). *The entrepreneurial dilemma in the life cycle of the small firm: How the firm and the entrepreneur change during the life cycle of the firm, or how they should change*. Emerald Publishing.

Various papers and cases (these will be announced during the summer school).

The book, the papers and the cases will all be provided free of charge. They can be downloaded for free from the VU Library by students or will be made available in another way.

Course Schedule

The detailed schedule will be provided later, as it will be highly actual.

The schedule below is the preliminary for this year but it is subject to change.

8-jul	09:00 - 10.00	Campus Tour
	10.00 - 12.00	Introduction
	12.00 - 13.00	Lunch Break
	13.00 - 15.00	Interactive Zero Waste Workshop
	15.30 - 17.30	Pubquiz
9-jul	10.00 - 12.00	Instruction
	12.00 - 13.00	Tutorial Group Assignment #1 (Business Idea)
	13.00 - 14.00	Lunch Break
	14.00 - 15.00	Presentation Group Assignment #1
	15.00 - 17.00	Barriers between refugees and the labour market: the potential of entrepreneurship
10-jul	10.00 - 12.00	Tutorial Group Assignment #2 (Clients)
	12.00 - 13.00	Presentation Group Assignment #2
	13.00 - 16.00	Social activity: Explore Amsterdam
11-jul	10.00 - 12.00	The Life Cycle Of The Small Firm
	12.00 - 13.00	Tutorial Group Assignment #3 (Finance) Part 1
	13.00 - 14.00	Lunch Break
	14.00 - 15.00	Tutorial Group Assignment #3 (Finance) Part 2
	15.00 - 16.00	StartHub & Demonstrator Lab
12-jul	10.00 - 11.00	Presentation Group Assignment #3
	11.00 - 13.00	Sustainable Entrepreneurship
	13.00 - 14.00	Lunch Break
	14.00 - 17.00	Case Eva de Mol
15-jul	10.00 - 12.00	Tutorial Group Assignment #4 (TBD)
	12.00 - 13.00	Presentation Group Assignment #4
	14.00 - 17.00	Guest Tutorial
16-jul	10.00 - 12.00	Big Data & Machine Learning
	12.00-13.00	Lunch Break
	13.00 - 15.00	Tutorial Group Assignment #5 (TBD)
	15.00 - 16.00	Presentation Group Assignment #5
17-jul	10.00 - 13.00	The Amsterdam Entrepreneurial Ecosystem (at SUV)
	14.00 - 17.00	Social activity: Cultural Afternoon
18 -jul	9.00 - 17.00	Prepare Presentations & Slide Deck & Helpdesk
19-jul	10.00 - 13.00	Presentations
	13.00	Closure
	15.00 - 17.00	Goodbye Drinks

