

# Introduction International ENTREPRENEURSHIP (7,5 ECTS)

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## **CONTENT**

PICTURE yourself as an entrepreneur with all the freedom, adventures and profits that will offer you a good life. Do you feel like stepping into that world? All over the world? Is material wealth a goal you're in for? Or do you seek more satisfaction in moral and mental development of your personality? Do you want to carry responsibility for others, for personnel? Do you wish to add something completely new, even a real improvement for mankind?

Then, if you have strong feelings towards this direction, how do you accomplish them?

PROMISE that you will become a full entrepreneur within 12 weeks is something the minor International Entrepreneurship cannot accomplish. What it does promise is to take you along the road of theory, observation, and preparation into application of your personal ideas.

- We offer the hottest most relevant authors on business insights.
- We take you out on field trips to large and small companies.
- We will teach you how to develop a business concept.
- We will ask you to shape your ideas in intensive seminars.

Having done all this, you will at least get a taste of enterprise by having experienced what it's like to develop a business idea.

PROOF lies in the topics we offer you: a test in entrepreneurial skills, the search for what customers want: what are their pains or gains, creation techniques, concepting and branding, budgeting, finding and expanding the number of co-creating customers, pitch and discuss your idea with real entrepreneurs and a dive into specific cultures of different countries.

PUSH Don't feel pushed to subscribe to this program. There's only room for one class. This is because the main teachers are entrepreneurs themselves. They're taking care of business but out of enthusiasm for their profession want to spend a part of their precious time sharing the feel of enterprise with you.

## **LANGUAGE**

English.

A sufficient level of fluency in English is a prerequisite for admission to this course, for example:

- An IELTS score of at least 6.0 or
- A TOEFL score of at least 550 (paper based), 213 (computer based) or 79-80 (Internet based)  
A Cambridge Certificate in Advanced English (CAE) or Proficiency of English (CPE)

## **HOW to apply**

The programme is open to all undergraduate students from HAN University of Applied Sciences and undergraduate students from our partner institutions . If you would like to apply, please indicate this on the Module Preference Form.

## CAPITA SELECTA

Classes are in the evenings (one evening per week).

Week	Subject
1	a. Introduction to International Entrepreneurship b. Entrepreneurial skills (test) c. Idea generation – who am I?
2	Idea generation Pain or gain? Fieldtrip 1
3	Creativity
4	a. Concepting & Branding b. Make moodboard c. Creative Acknowledgement
5	a. Budgetting b. Realistic estimation
6	a. Crazy Quilt b. presentation skills (for the pitch)
7	Pitch : Students and entrepreneurs
8	International Entrepreneurship – business cultures
9	Seminar
10	Field trip 2
11	Seminar
12	Assessment