

ELECTIVE COURSE ENTREPRENEURSHIP MBO PART A



COLOPHON

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HOW TO WORK WITH AN ELECTIVE COURSE?

Every education contains several elective courses. These courses are meant to prepare you for the labour market and to improve your chances at a HBO education. Your school determine what you can choose from and when you can follow an elective course. The time you spend on an elective course varies: 240, 480 or 720 of study hours. This information can be found in the introduction *About this elective course* at the start of every elective course.

Your school determines where and when you work on an elective course. This might be at school, at your internship company or at home. Most of the time, it will be a mix of these three locations.

Introduction

An elective course Edu'Actief starts with an introduction. Apart from a short introductive text, this might be a video about someone working in the professional sector the elective course focuses on. Subsequently, you will find a list of the different parts and learning units the elective course consists of.

Challenge

Then, you will find a description of the challenge you are going to work on. Every elective course gradually builds up to a final assignment: your challenge. For this, you will use everything you have learned from the elective course. This might be the organisation of a wine tasting with matching appetizers, a complete business plan for a start-up or a care file about the treatment you offered a client and the results of this. Step by step, you work towards your final assignment. Every step you take will bring you to at least one professional product per leaning unit, meaning: a document, a (video) report of a conversation or a physical product, as the ones you make in professional practice. This might be a wine list or the financial chapter of a business plan.

Results

Subsequently, you will find the description of the goals you are going to work on: a list of the results at the end of the elective course.

Assessment

You will work on your assignments individually as well as together with your fellow students. The assessment of your work will be done in different ways and at different times. Your teacher will decide how and when the assessment is done. You might have to make several tests for the final review, but the professional products you hand in for every elective course will be part of the final review as

well. Of course, your final assignment will be assessed too. This is explained in the introductions of every elective course and every learning unit. Your teacher will determine the weight of each assignment.

Orientation assignments

Before you start with the first learning unit of an elective course, you will make several assignments, so you can orientate on the information. This way, you can prepare yourself, which is a very important part of every learning process.

Sources and references

In this elective course, you find references to sources. You can recognize these by the icon. It can be a theory source, a link to a website or a video. The icons look as follows:



Website



Theory source



Video

The theory sources can be found in alphabetical order after the assignments. You can use the table of content to quickly find the sources you need.

NOTE!

Sources are indicated in different ways:

1. source **before** an assignment
In this case, the theory source applies to the assignments that follow.
 2. source **in** an assignment.
In this case, the theory source only applies to one specific assignment.
If there is no indication of a source **in** the assignment, but if you do not specific information, you can find this information in one of the earlier mentioned sources in this learning unit.
-

The websites and the videos can be found on 24boost, the learning platform where you can find the digital version of this elective course. The elective course is divided into learning units. The title of each learning unit can be found on top of the page in your book. Find the right assignment number and/or the source you need on 24boost.

To get access to 24boost, you first need to create an account and activate your license.

Log in

You find a license code in front of the book. With this code, you are able to watch videos and to look at the role plays, forms, weblinks and sources you need.

Description log in process

If you want to log in for the first time, you need to activate your license. The license can be found in the front of the book.

How to activate the license?

Open your browser and navigate to www.edu-actief.nl/licentie

Here, you find a video concerning the activation of your license. Watch this video.

Follow the steps to activate your license.

You can log in by entering your username and password. Now, you can log in.

1. ABOUT THIS ELECTIVE COURSE

ABOUT THIS ELECTIVE COURSE

Introduction

This elective course is about entrepreneurship. What do you need to start and run your own business? How do you build on a prosperous business? Apart from expertise, you need entrepreneurial characteristics and entrepreneurial skills. For instance, are you a go-getter, do you see opportunities and do you use these opportunities?

Martijn Aslander explains what entrepreneurship really means. He built the biggest dolmen in the world and has had many companies.



Watch the video.

Structure

The elective course can be divided into ten learning units, each split up into two sections (section A and section B):

Section A: Market research and marketing plan

Section B: Financial plan + running a business.

You are now working on section A. This consists of four learning units:

- Learning unit 1 Entrepreneurship
- Learning unit 2 My idea
- Learning unit 3 Market research
- Learning unit 4 Marketing plan.

The challenge

You are going to prepare yourself to start your own business. This is what we call your own 'start-up'. The business plan is the professional product you have to finish at the end of this elective course. By means of several assignments, you run through all necessary steps. We provide sources to help you in order to finish the assignments in a good way.

Goals

Learning unit 1 ENTREPRENEURSHIP

- You know the terms 'entrepreneurship' and 'action competence'.
 - You know the characteristics that belong to action competence.
 - You are able to assess yourself when it comes to the characteristics that belong to entrepreneurial behaviour.
 - You are able to deal with feedback.
 - You are able to reflect on your entrepreneurial skills.
-

Learning unit 2 MY IDEA

- You know how to protect an idea.
 - You can design a house style.
 - You know the requirements for a domain name.
 - You can describe your business formula.
 - You can mention the functions of your own website.
 - You can explain what the role of e-business is in your company.
 - You can explain how you are going to use social media in your company.
 - You are able to deal with feedback.
-

Learning unit 3 MARKET RESEARCH

- You can describe a target group.
 - You know what market segmentation is.
 - You can apply the terms 'demand' and 'offer' to the market.
 - You know the characteristics of different market forms.
 - You are able to execute a market research.
 - You are able to make a SWOT analysis.
 - You are able to deal with feedback.
-

Learning unit 4 MARKETING PLAN

- You have a basic knowledge of marketing terms.
 - You know how to make a SWOT analysis.
 - You can make a fitting marketing mix for a company.
 - You can describe the kind of webvertising you want to use.
 - You know how to deal with feedback.
-

The assessment

- Knowledge tests
- Business plan (on paper and as a pitch during a Start-up Pitch day).

In some cases, it is just your teacher who assesses your assignments. In other cases, there is a jury of people from your school and people from business life.

1.1 ORIENTATION

Do you have action competence? Have you ever sold anything to friends? Would you like to start your own business?

ASSIGNMENT 1: DO I HAVE ACTION COMPETENCE?

What words come to mind when you think about entrepreneurship?
Make a word web.

ASSIGNMENT 2: STARTING YOUR OWN BUSINESS

- a. Answer the question whether you would ever start your own business or not.
- b. Give at least three arguments for this.

2. ENTREPRENEURSHIP

ABOUT THIS LEARNING UNIT

There are lots of self-employed persons. Self-employed persons do not have employees. Most of the time, these people are specialists that used to work in paid employment. There are self-employed persons providing services in health care, in the building industry, in childcare, there are self-employed persons working as taxi drivers, etcetera. Also, there are lots of self-employed persons with employees.



According to the dictionary, an entrepreneur is someone who works for his own benefits and at his own risk. You invest money (to purchase items, to rent an office or to buy a company bus) and you run the risk that you lose a part of your money or even all your money. An entrepreneur sees opportunities and uses these. In this learning unit, you are going to test whether you have these characteristics.

In this learning unit, you will make different assignments. A few of these assignments will become part of your business plan. On the right side, you can always consult the glossary. In addition, you can find references to sources in case of need, to help you to make your assignments as correctly as possible.

Goals

- You know the terms 'entrepreneurship' and 'action competence'.
 - You know the characteristics that belong to action competence.
 - You are able to assess yourself when it comes to the characteristics that belong to entrepreneurial behaviour.
 - You are able to deal with feedback.
 - You are able to reflect on your entrepreneurial skills.
-

The assessment

Every learning unit contains several assignments as you work towards the business plan you are writing. Every learning unit contains a final assignment that has to be assessed to correctly finish the learning unit. In this learning unit, this is:

- My personal data in the business plan.

2.1 ENTREPRENEURSHIP



Glossary

Links to websites about entrepreneurship

ASSIGNMENT 1: ENTREPRENEURSHIP AND ENTREPRENEURIAL BEHAVIOUR



Entrepreneurship and entrepreneurial behaviour



The egg of entrepreneurship

- Navigate to a search engine on the Internet.
- Type the word 'entrepreneurship'.
- How many hits do you find?
- What definition does Wikipedia give?
- Which definitions do you find on encyclo.nl?
- Navigate to encyclo.nl and type 'entrepreneurial' and 'action competence'.
- What definitions do you find?
- Study the theory source 'Entrepreneurship and entrepreneurial behaviour'.
- What is, according to the source, the difference between an intrapreneur and an entrepreneur?
- What definition(s) and terms are you going to use during your training?
- Make a Prezi of this.



Entrepreneurial characteristics

ASSIGNMENT 2: MY EDUCATION



MBO domains

Entrepreneurial behaviour is important to all employees in every industry and in every organisation.

a. What is your education?



An image of professions

b. Look for an education on the website Beroepen in Beeld.

c. Watch the corresponding video.

d. What kind of work do you do?

e. Where do you do this?

f. To what domain does your education belong?

g. There are different characteristics that belong to entrepreneurial behaviour. Run through the list of these entrepreneurial characteristics. Put an 'X' in the column that belongs to the characteristic you consider important for your education.

Give an example for three characteristics.

Skill/characteristic	Important	Example
Takes initiative		
Creative		
Focused on improvement		
Courage		
Responsible		
Independent		
Perseverance		
Self-confidence		

Skill/characteristic	Important	Example
Decisiveness		
Active listening		
Empathic understanding		
Convincing		
Self-reflection		
Learning attitude		
Hands-on mentality		

h. Do you think it is possible that you will become an independent entrepreneur one day?

☐ Yes

☐ No

i. Explain your answer.

ASSIGNMENT 3: MY NETWORK



Drawing a network



Networks domain Construction and infra
 Networks domain Finishing, wood and maintenance
 Networks domain Craft, laboratory and health technologies
 Networks domain Media and design
 Networks domain Information and communication technology
 Networks domain Mobility and vehicles
 Networks domain Transport, shipping and logistics
 Networks domain Trade and entrepreneurship
 Networks domain Economy and administration
 Networks domain Safety and sports
 Networks domain External care
 Networks domain Catering and bakery
 Networks domain Tourism and recreation
 Networks domain Care and well-being
 Networks domain Food, nature and living environment

a. Watch the video 'Netwerken' of the entrepreneur from a domain of your choice.

Now, answer the following questions:

- b. How important is networking?
- c. How does an entrepreneur do this?
- d. You know a lot of people that can help you with your company. Take a large sheet of paper and some colouring markers. You are now going to draw your own network. In the middle, you draw a circle. In that circle, you write down the word 'ME'. Then, you draw lines to the people you know. Write down where these people work under their names. Use the colour green for this. These people know people too. Try to draw new lines here. For this, use the colour orange.

ASSIGNMENT 4: ENTREPRENEURIAL CHARACTERISTICS IN MY DOMAIN



Characteristics domain Construction and infra
 Characteristics domain Finishing, wood and maintenance
 Characteristics domain Craft, laboratory and health technologies
 Characteristics domain Media and design
 Characteristics domain Information and communication technology
 Characteristics domain Mobility and vehicles
 Characteristics domain Transport, shipping and logistics
 Characteristics domain Trade and entrepreneurship
 Characteristics domain Economy and administration
 Characteristics domain Safety and sports
 Characteristics domain External care
 Characteristics domain Catering and bakery
 Characteristics domain Tourism and recreation
 Characteristics domain Care and well-being
 Characteristics domain Food, nature and living environment

Watch the video 'Eigenschappen' of the entrepreneur from a domain of your choice. Then, answer the following question:

What important entrepreneurial characteristics does the entrepreneur from your domain have?

ASSIGNMENT 5: SKILLS IN MY DOMAIN



Skills domain Construction and infra
 Skills domain Finishing, wood and maintenance
 Skills domain Craft, laboratory and health technologies
 Skills domain Media and design
 Skills domain Information and communication technology
 Skills domain Mobility and vehicles
 Skills domain Transport, shipping and logistics
 Skills domain Trade and entrepreneurship