



Entrepreneurship Education

Take control and embrace uncertainty

An overview of the Entrepreneurship possibilities at our university.



Utrecht University

CENTRE FOR
ENTREPRENEURSHIP

OVERVIEW

<u>MINORS</u>	4
<u>MASTERS</u>	6
<u>CO-CURRICULAR ACTIVITIES</u>	8
<u>ENTREPRENEURIAL MINDS</u>	8
<u>COURSES</u>	10



Entrepreneurship day - Social Impact Factory

Entrepreneurship Education

Take control and embrace uncertainty

Life as a student today is unrecognizably different to just one generation ago. It's getting tougher to distinguish yourself in a world that changes so quickly. How do you make sure you pick the right study path and how do you increase your employability? Do you engage in enough networking activities and obtain relevant work experience? And what about tackling societal problems, what can you do about that? Instead of adding pressure and additional burdens, university should be a place where you gain independence, develop a creative and innovative mindset, pursue academic interests and improve professional skills.

More and more studies are showing that Generation Z is the most entrepreneurially inclined generation yet. The advantage of acquiring entrepreneurial skills is that they are not only relevant to a career as an entrepreneur: gaining creative, innovative and business-related skills acquired through studying entrepreneurship will make you an ideal candidate in most fields of work, whether it is corporate, governmental or something in between. It is no surprise that more and more universities implement entrepreneurship in their existing curriculum.

ENTREPRENEURSHIP EDUCATION AT UTRECHT UNIVERSITY

Entrepreneurship is the capacity to be creative and innovative, act upon opportunities and ideas in order to transform them into value for others. It means being able to drive

change, to create new possibilities and improve the world we live in by taking on societal challenges of all kinds. Being entrepreneurial boosts personal development, stimulates active participation in society, fosters employability, and allows students to grow and take the future into their own hands.

We want students to gain real world experience within their studies and develop an entrepreneurial approach towards their own lives and the world we live in.

Whether you want to engage in a single Entrepreneurship course, minor, master or extracurricular activity – Utrecht University has it all. In the chaos of all choices, this brochure by the [Centre for Entrepreneurship](#) provides a clear overview of the Entrepreneurship possibilities at our university.

“Entrepreneurship education is a method rather than a discipline.”



Prof. dr. Erik Stam
Head of the Utrecht
University School of Economics

3

ENTREPRENEURIAL SKILLS

- | | |
|---------------------|--------------------------|
| - Creativity | - Spotting opportunities |
| - Taking initiative | - Mobilizing others |
| - Coping with risk | - Perseverance |
| - Valuing ideas | - Sustainable thinking |
-

MINORS

1 - Entrepreneurship

2 - Sociaal Ondernemerschap

3 - Entrepreneurship in Life Sciences & Health

4 - Duurzaam Ondernemen & Innovatie

For an overview of Entrepreneurial courses, [click here](#).

The minor Entrepreneurship gives you the opportunity to dive into practice and learn about what it is like to do business. The internship opportunity has been very helpful, because you are involved in many aspects of risky entrepreneurship at a young startup. Besides the fact that the minor has helped me with the steps and insights needed to start my own company, it has also given me tools to see more opportunities around me.



Daan Dijkstra
Bsc Sociology

Entrepreneurship

The creation of new knowledge is a source for all kinds of new opportunities, and jobs for life are a thing of the past. How do people successfully identify, evaluate and pursue opportunities for new value creation?

In this minor, you will be made aware of the different types of entrepreneurship you can pursue and you will get acquainted with the relevant knowledge and skills for acting entrepreneurially and building new ventures. Alongside learning about and discussing an academic approach to entrepreneurship, the minor will introduce you to state-of-the-art business model generation tools, competitive marketing concepts and financial accounting. This is a minor for non-Economics and Business Economics students.

MANDATORY COURSES

- Essentials of Entrepreneurship
- Financial Accounting & External accountability
- Venture marketing

COURSES TO CHOOSE

- Internship Entrepreneurship & Innovation
- Corporate Entrepreneurship & Innovation

[MORE INFORMATION ONLINE](#)

Sociaal ondernemerschap (Dutch)

In de participatiesamenleving is sociaal ondernemerschap een steeds belangrijkere manier om publieke waarde te produceren en maatschappelijke problemen op te lossen.

Daarvoor is specifieke kennis nodig: Denk aan maatschappelijke innovatie, investeringen en meting van sociale impact, het schrijven van een businessplan, aansprakelijkheidsrecht, de passende rechtsvorm voor een organisatie en het creëren van een innovatieve organisatiecultuur. Deze minor brengt juridische, economische en bestuurs- en organisatiewetenschappelijke kennis over sociaal ondernemerschap samen en geeft je een grondige basiskennis over deze nieuwe vorm van ondernemerschap.

MANDATORY COURSES

- Essentials of Entrepreneurship
- Sociaal ondernemerschap als uitdaging
- Social Design

COURSES TO CHOOSE

- Corporate entrepreneurship & Innovation
- Internship Entrepreneurship & Innovation

[MORE INFORMATION ONLINE](#)

Entrepreneurship in Life Sciences and Health (Dutch)

De stap van kennis naar product of dienst blijkt vaak moeilijk te maken. Veel goede ideeën sneuvelen in de spreekwoordelijke 'valley of death'

In deze minor verdiep je je in het wetenschappelijk onderzoek naar alles wat leeft, en in het bijzonder in onderzoek dat bijdraagt aan oplossingen voor gezondheidsvraagstukken. Daarbij kijk je naar hoe wetenschappelijke kennis wordt vertaald naar maatschappelijke en economische toepassingen. Je leert over de beginselen van bedrijfskunde, ondernemerschap en hoe je een bedrijfsplan moet schrijven. Het verwerven van inzicht in innovatieprocessen in verschillende organisaties en de rol die ondernemers daarbij spelen staat hierbij centraal.

MANDATORY COURSES

- Essentials of Entrepreneurship
- Management Life Science Innovaties
- Internship Entrepreneurship & Innovation

COURSES TO CHOOSE

- Sustainable, Health & Medical Technology
- Corporate Entrepreneurship & Innovation

[MORE INFORMATION ONLINE](#) 

Duurzaam Ondernemen & Innovatie (Dutch)

Auto's die rijden op waterstof, een nieuw biotech medicijn en de magneettrein. Alle drie wetenschappelijke hoogstandjes, maar hoe zorg je nu voor de daadwerkelijke maatschappelijke invoering?

Tijdens deze minor leer je hoe je van een veelbelovende natuurwetenschappelijke of technologische uitvinding een succesvolle toepassing en een geslaagde innovatie kunt maken. Je bestudeert de oorzaken en gevolgen van innovatie en de daarmee samenhangende veranderingsprocessen. Verder doe je kennis op in de vier verschillende thema's: duurzaamheid, bèta, innovatie en business.

MANDATORY COURSES

- Business, Sustainability & Innovation
- Economics of Innovation

COURSES TO CHOOSE

- Duurzame ontwikkeling
- Duurzaamheid als Wereldbeeld
- Introductie Technologie & Innovatie
- Sustainable Resource Use
- Life Cycle Assessment

[MORE INFORMATION ONLINE](#) 

Naast Farmacie was de combinatie van ondernemerschap en Life Science and Health voor mij aantrekkelijk, omdat de minor bijdraagt aan het ontwikkelen van kennis buiten het eigen studiegebied. Middels een stage maak je kennis met het reilen en zeilen van een echt bedrijf. De diversiteit van deze minor is ideaal voor studenten die graag hun blikveld verbreden: veelzijdig, leerzaam en ontzettend interessant!



Angela de Ruijter

Msc Farmacie & Msc Health Economics, Policy and Law



MASTERS

1 – Business Development & Entrepreneurship

2 – Sustainable Business & Innovation

3 – Bio Inspired Innovation

4 – Science & Business Management

5 – Innovation Sciences

For an overview of Entrepreneurial courses, [click here](#).

Business Development and Entrepreneurship

Our globalised, digital economy and disruptive new technological innovation is creating virtually unlimited opportunities for new ventures. Human creativity and an entrepreneurial mindset are needed to initiate successful new ideas, and develop sustainable new markets and business models that benefit society as well as businesses.

This Master's programme is based on Utrecht University's world class research in the domain of entrepreneurship and innovation, and the interaction with business strategy and policy practice by U.S.E. staff members and lecturers. If you are energised by the dynamic possibilities of the rapidly-evolving new world of business, the MSc in Business Development and Entrepreneurship gives you the practical abilities, networks, and strong academic foundations you need. Upon completion of the MSc in Business Development and Entrepreneurship, you are an expert in creating an environment in which new ventures can take hold and flourish.

[MORE INFORMATION ONLINE](#) 

Sustainable Business and Innovation

Businesses increasingly face significant challenges and opportunities from environmental issues such as climate change, energy, and water and social issues. Stakeholders in these businesses are demanding that companies become more focused on sustainability for themselves and the communities they impact.

As part of this two-year Master's programme in Sustainable Business and Innovation, you will learn about sustainability challenges and the technological and other options that businesses can use to work in a more environmentally and socially friendly manner. By reviewing the academic literature and theory, real-life examples, and business case studies, you will acquire insight into the behaviour of organisations, including processes of organisational change and innovation. If you would like to become a sustainability change agent in positions such as sustainability officer or sustainability director in a business, government agency, or other organisation, this programme offers you the perfect preparation.

[MORE INFORMATION ONLINE](#) 

6

Sustainable Business and Innovation teaches you a philosophy which you can use for strategic purposes as well as day-to-day operational choices. You acquire a systems-thinking perspective, as well as concrete tools for change. It's great to see classmates spreading their wings in diverse sectors, all with the same basic mindset: improving society for future generations.



Rick Bonants
Msc Sustainable Business and Innovation



Bio Inspired Innovation

We live in a society that places great trust in technology and science to solve our problems and fulfil our needs. However, science and technology alone cannot provide us with a society that nourishes rather than destroys its surroundings.

We need to switch to a more circular society. Bio Inspired Innovation is aimed at students with a Bachelor's degree in Biological Sciences, who are interested in research and want to innovate services, products, production systems and design based on principles that have evolved in nature. The master's programme offers you a unique blend of knowledge and skill training that will support the search for and development of circular business-models and bio inspired research and innovations. You will be the professional that contributes to the transition to a circular economy with bio inspired innovations.

[MORE INFORMATION ONLINE](#)

Science and Business Management

Companies and institutions need professionals with the skills to manage and market knowledge-intensive products, as well as professionals with a solid understanding of the scientific principles underlying products and processes.

This degree programme enables graduates of bachelor's programmes in the life- or natural sciences to combine their passions for science and business and will equip you with the knowledge and tools to identify, manage, and overcome problems that arise in each phase of the innovation process. The 2-year program offers you a unique training that will enable you to translate interesting ideas into innovative products. You will build on your academic background in science while adding knowledge of business processes and practical skills for commercial settings.

[MORE INFORMATION ONLINE](#)

Innovation Sciences

Creating a culture of innovation is one of society's greatest challenges. In this Master's programme in Innovation Sciences you will learn how to transform new ideas into marketable innovations and to manage and promote innovation processes within companies as well as in society at large.

Furthermore, you will learn about the role of companies and other knowledge-producing organisations in the wider innovation system. The master focuses on the dynamics of emerging technologies and innovation. You will analyse the various stages of the innovation process with a view to developing effective strategies for promoting innovation. After completing this programme, you will be able to link emerging technologies to human and economic wants and needs, as well as to grand societal challenges.

[MORE INFORMATION ONLINE](#)

In the master Science and Business Management, you learn how to analyse the market and how to position your company in it. The program helps you to get all the basic knowledge you need for understanding the world of business. I would recommend this master to people who have a background in science and are interested in learning more about the world of business, management and entrepreneurship.



Mariana Karomi
Msc Science and Business Management

CO-CURRICULAR ACTIVITIES

Young Innovators

Utrecht University offers the Young Innovators programme to creative and ambitious Master students who are keen to put their academic skills to work for the common good.

The programme is focused on learning to research, design and deliver innovative and sustainable solutions to real-life societal challenges. Together with an interdisciplinary team of students and inspiring sessions with coaches and experts, the programme allows you to immerse yourself in the theory and practice of innovation across the corporate, public and community sectors.

[MORE INFORMATION ONLINE](#) 

Avicenna Excellence Program (Dutch)

Het Avicenna Excellence Program is een extracurriculair programma voor high potential master-, PhD-studenten en jonge professionals.

Centraal in het programma staat innoveren in de gezondheidszorg door interdisciplinaire samenwerking. In kleine teams werken deelnemers met verschillende achtergronden aan oplossingen en innovaties voor 6 thema's binnen de gezondheidszorg. Door de deelnemers in contact te brengen met veelbelovende initiatieven en grote multinationals die zich inzetten om op (inter)nationaal niveau de gezondheidszorg te verbeteren, worden zij getraind om zich te profileren in de professionele wereld.

[MORE INFORMATION ONLINE](#) 

Enactus (Dutch)

Enactus Utrecht is dé studentenorganisatie voor sociaal en duurzaam ondernemerschap in Utrecht en onderdeel van een internationaal netwerk met ruim 1700 teams en 4200 ondernemingen, verspreid over 36 landen.

Studenten bij Enactus zetten zich in voor een lopende sociale onderneming of richten in de Denktank een nieuwe onderneming op. De projectteams werken volledig zelfstandig en krijgen begeleiding vanuit het bestuur, alumni en partners uit het bedrijfsleven. Naast het runnen van hun eigen onderneming ontwikkelen onze studenten zich bij Enactus Utrecht door middel van maandelijkse trainingen en workshops, die worden afgesloten met gezellige borrels.

[MORE INFORMATION ONLINE](#) 

Tijdens mijn studie ben ik veel bezig met ethiek en morele verantwoordelijkheid. Dit is erg theoretisch, dus zocht ik naar een praktische toepassing. Bij Enactus leer ik hoe ondernemerschap gecombineerd kan worden met een sociale en duurzame bijdrage aan de maatschappij. Je vergaart een ondernemende mindset en maakt van dichtbij mee wat de uitdagingen zijn in het (sociaal) ondernemerschap. Dit is enorm leerzaam.



Jette Mes
Bsc Liberal Arts and Sciences

ENTREPRENEURIAL MINDS

With seven faculties Utrecht University offers several examples of entrepreneurial minds in all fields of study and research. From teachers and students to alumni and researchers, from Humanities to Bio-Inspired Innovation and often interdisciplinary. The Centre for Entrepreneurship inspires by showcasing the entrepreneurial minds within Utrecht University.



GERBEN HIEMSTRA, SOCIAL IMPACT PRIZE

I noticed a lack of student organizations for VET students, but also the unequal treatment between vocational and higher education. Discounts on health insurances, Spotify and fitness subscriptions: they only count for students in higher education. That connected feeling, or that 'campus feeling' as I call it, needs to be felt by all students. With the investment money, I want to start more student organisations in different cities. The strong segregation between students needs to be stopped: all students are entitled to equal treatment and opportunities.

Co-Challenge

The scientific world is realising the need to connect with society by contributing to solutions for various current societal problems.

A sustainable approach is through interdisciplinary collaboration between students from various fields, governmental bodies, and the corporate world. During the Co-Challenge, you get the opportunity to become a co-creator and find a solution for a social issue of your client. Extend your network and work on your skills with the help of peers, young professionals and seniors. Experience a multidisciplinary environment of students and professionals and get inspired by workshops, personal coaching sessions, ultimately leading you to an innovative and creative solution!

[MORE INFORMATION ONLINE](#) 

Utrecht University Business Course

The Utrecht University Business Course (UUBC) is a 12-week programme where you learn the in-and-outs of entrepreneurship and consultancy.

In the entrepreneurship part of the programme, you will learn how to validate your ideas and work your way to a feasible product. Learn about marketing, finance and all other business aspects. In the second part of the course, you will learn what it's like to work as a consultant. Each team will be assigned a problem to solve. Learn about practical analyses, techniques and effective communication skills to become a savvy consultant.

[MORE INFORMATION ONLINE](#) 

UtrechtInc Students

UtrechtInc Students is the hub for students at Utrecht University who are interested in entrepreneurship and innovation. Their mission is to empower student entrepreneurship in Utrecht.

The hub brings students together, provide learning opportunities for future entrepreneurs, share up-to-date news and organize regular events to get students involved. By becoming a member of the community, you will get to know like-minded students that are all interested in entrepreneurship. Get the opportunity to accelerate your startup through the student startup program, set up a new committee or visit one of the monthly drinks!

[MORE INFORMATION ONLINE](#) 

utrechtinc.
students

The hub for students at
UU who are interested
in entrepreneurship
and innovation.

[**JOIN THE COMMUNITY**](#)

The Utrecht University Business Course gave me great insight of what it is to be an entrepreneur and consultant. The course taught me the importance of getting out of the building and to talk to people from day 1 to validate the problem. UUBC allowed me to network with entrepreneurs and consultants helping me figure out what my options are for when I graduate my masters.




Mindy Asamoah
Msc Science and Business Management

9



FLOOR DOPPEN, FEMINER

When my friends and I heard about the inequality rates in the workplace in a lecture, it made us realize that we had to take matters into our own hands. For example, only 19% of professors and 6% of directors are women. The result is **Feminer** : a yearly event where female students and female leaders engage in conversation during a three-course meal. Feminer wants to encourage and motivate females to pursue their ambitions. Getting the opportunity to discuss this kind of issues will help them to shape their ideal future.

Do you want
to read more
about UU's
entrepreneurial
minds?


[**Click here!**](#)

COURSES

Essentials of Entrepreneurship


This is the principal Entrepreneurship course for students at Utrecht University, where you will learn about entrepreneurship both from the theoretical and practical perspective.


Alongside learning about and discussing an academic approach to entrepreneurship, you will also go through experiential learning by working on an entrepreneurial project. Students will work in small teams in search of a repeatable and scalable business model on which they report both orally and in written form. The course introduces business model generation tools such as the lean business model canvas, design thinking, and customer validation methods. *The course is offered every period and no prior (economic or financial) knowledge is needed.*



Essentials of Entrepreneurship is the first course of the minor Entrepreneurship at Utrecht University.

Drs. Peter van der Meer explains that the course shows both the academic and process side of entrepreneurship.

► [PLAY VIDEO](#) 

Below you can find an overview of the bachelor courses related to entrepreneurship offered per faculty. Please look for the course that appeals to you and fits within your study path. If you are interested in one of these courses, check the [Osiris course catalogue](#)  for the entry requirements and the course descriptions. Contact the course coordinator to receive more information.

Law, Economics and Governance

- Essentials of Entrepreneurship
- Internship Entrepreneurship and Innovation
- Venture Marketing
- Corporate Entrepreneurship & Innovation
- Market Dynamics and Corporate Innovation
- Actie, leren en impact
- Social Entrepreneurship / Sociaal ondernemerschap als uitdaging

Science

- Strategisch management van organisaties en ICT
- Beta in Bedrijf en Beleid
- Wetenschapper in advies
- Wetenschapper in beleid
- Life sciences and health informatics

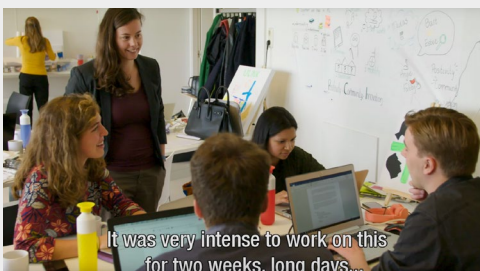


Geo sciences

- Management Life Sciences Innovaties
- Management of Innovation Processes
- Sustainability, Health and Medical Technology

Medicine

- Co-Challenge



It was very intense to work on this for two weeks, long days...

Co-Challenge

The co-challenge is an initiative of the Graduate School of Life Sciences and Career Services of Utrecht University in cooperation with the City of Utrecht. In this course students work together for two weeks to solve a societal challenge.

One of the goals of the course is to support entrepreneurial action by working in a team and on a real-life project.

► [PLAY VIDEO](#)

Humanities

- Creative Urban Technologies: Exploring and Navigating the Smart and Social City
- The City as Stage: Critical Interventions in Public Space
- Urban Mobile Media: The Myth and Messiness of Connectivity
- Onderzoek buiten de universiteit: GW- projecten bij bedrijven, overheden of non-profit organisaties
- Practicum Nieuwe media I: Utrecht, Data School
- Practicum Nieuwe media II: Utrecht, Data School

“The importance of entrepreneurship education and training for students at research-intensive universities.”

Due to technological change and globalization many routinized tasks, in production, administration and services have either been taken over by computers, algorithms and robots, or by low wage workers at the other side of the globe. What remains are high value-added creative tasks, including complex problem solving, intensive communication, and empathy. These creative tasks necessity in-depth disciplinary knowledge, combined with the ability to collaborate across disciplines, and to tackle big and small challenges in society and organizations. You need to have a *can do* mentality, and the skills to tackle challenges with unknown solutions. In short: experiment, with making new combinations, that create value in organizations and society! This is exactly what entrepreneurship education and training is about.



Prof. dr. Erik Stam
Head of the Utrecht University School of Economics
Full Professor of Strategy, Organization and Entrepreneurship
Faculty Director Centre for Entrepreneurship

Contact us

Questions about entrepreneurship at Utrecht University or suggestions for activities are welcome. Send an e-mail to entrepreneurship@uu.nl.

More information about the Centre for Entrepreneurship visit:
uu.nl/entrepreneurship

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