Entrepreneurship for AI and CS

Course Manual 1.0
2018/2019
Period 5
XM_009

Coordinator
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Introduction

In recent years, academic entrepreneurship education has shifted from the exclusive domains of business administration and economics to many other domains as well. In the academic year 2018/2019, the subject of entrepreneurship will be taught for the first time for students of the master Computer Science (joint degree of the Vrije Universiteit Amsterdam and the University of Amsterdam) and the master Artificial Intelligence (Vrije Universiteit Amsterdam), in the form of this elective Entrepreneurship for AI and CS (Artificial Intelligence and Computer Science). This elective is only for students from these two masters (and not for students who have already done Entrepreneurship in Data Science and Analytics (EDSA) at the Vrije Universiteit Amsterdam).

Pillars of the course

This Entrepreneurship for AI and CS (EAICS) course is based on three pillars:
- The transfer of academic knowledge in the field of entrepreneurship, during lectures and study of academic papers from renowned international journals and academic books.
- The development of personal entrepreneurial soft skills, which may contribute to entrepreneurial success, during interactive workshops.
- To come from a business idea to a solid business plan, with the help of the adjusted Business Model Canvas 2018 approach and the study of an own real life case.

Scientific research is not an explicit part of this course, although it is one of the four pillars of academic entrepreneurship education. However, scientific research will be dealt with directly and indirectly within all three mentioned pillars of this course.

Learning objectives

After having finished this course successfully, the student is able to:
- Master the obliged literature on entrepreneurship from the course.
- Critically make use of theoretical foundations for practice-based ideas.
- Think ‘out of the box’ concerning entrepreneurial ideas.
- Approach entrepreneurial challenges with extra confidence.
- Develop a business idea according the regular criteria.
- Thoroughly communicate the business plan in a short pitch.
Examination

This course loads six ECs. The final grade for this course is based on the written exam and the BMC assignment (both count for 50%). BMC stands for Business Model Canvas. Both forms of examination should be sufficient, i.e. completed with a grade of at least 5.5. The written exam is an individual assignment whereas the BMC assignment is a team assignment (for a team of four students). Next to these obligatory aspects of the course, a number of small assignments have to be delivered, that will be announced during the lectures. These small assignments will be assessed with Pass or Fail. All three aspects have one option for re-sit. Presence with all lectures is mandatory, and will be checked. Additional to the lectures, two consultancy sessions for each team will be are organized, in which the full teams meet with one of the lecturers, for the further development of their BMC assignments.

Schedule

Below is the abbreviated schedule, which may subject to changes. Always check [https://rooster.vu.nl/](https://rooster.vu.nl/) for the most recent and the only correct schedule.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Time</th>
<th>Lecture Topic</th>
<th>Lecturer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1-apr</td>
<td>13:30-15:15</td>
<td>Introduction</td>
<td>Enno Masurel</td>
</tr>
<tr>
<td>2</td>
<td>4-apr</td>
<td>15:30-17:15</td>
<td>Business Model Canvas</td>
<td>Enno Masurel</td>
</tr>
<tr>
<td>3</td>
<td>8-apr</td>
<td>13:30-15:15</td>
<td>Entrepreneurial ecosystems</td>
<td>Enno Masurel</td>
</tr>
<tr>
<td>4</td>
<td>11-apr</td>
<td>15:30-17:15</td>
<td>Opportunity recognition</td>
<td>Marco van Gelderen</td>
</tr>
<tr>
<td>5</td>
<td>15-apr</td>
<td>13:30-15:15</td>
<td>Strategic Entrepreneurship and OR (1)</td>
<td>Victor Gilsing</td>
</tr>
<tr>
<td>6</td>
<td>18-apr</td>
<td>15:30-17:15</td>
<td>Networking</td>
<td>Marco van Gelderen</td>
</tr>
<tr>
<td>7</td>
<td>25-apr</td>
<td>15:30-17:15</td>
<td>The life cycle of the firm</td>
<td>Enno Masurel</td>
</tr>
<tr>
<td>8</td>
<td>29-apr</td>
<td>13:30-15:15</td>
<td>Sustainable entrepreneurship</td>
<td>Enno Masurel</td>
</tr>
<tr>
<td>9</td>
<td>2-mei</td>
<td>15:30-17:15</td>
<td>Strategic Entrepreneurship and OR (2)</td>
<td>Victor Gilsing</td>
</tr>
<tr>
<td>10</td>
<td>6-mei</td>
<td>13:30-15:15</td>
<td>Guest lecture</td>
<td>Enno Masurel</td>
</tr>
<tr>
<td>11</td>
<td>9-mei</td>
<td>15:30-17:15</td>
<td>Case; Connecting the dots; Example exam</td>
<td>Enno Masurel</td>
</tr>
<tr>
<td>12</td>
<td>13-mei</td>
<td>13:30-17:15</td>
<td>Pitches</td>
<td>Etienne Schraven</td>
</tr>
<tr>
<td></td>
<td>8-apr</td>
<td>TBD</td>
<td>Coaching session #1</td>
<td>Etienne Schraven</td>
</tr>
<tr>
<td></td>
<td>22-apr</td>
<td>TBD</td>
<td>Coaching session #2</td>
<td>Etienne Schraven</td>
</tr>
<tr>
<td></td>
<td>23-mei</td>
<td>8:45-11:30</td>
<td>Exam</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4-jul</td>
<td>8:45-11:30</td>
<td>Re-sit</td>
<td></td>
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<tr>
<td></td>
<td>4-jul</td>
<td>8:45-11:30</td>
<td>Re-sit</td>
<td>Inspections: send an email to <a href="mailto:e.masurel@vu.nl">e.masurel@vu.nl</a></td>
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</tbody>
</table>

Lecturers

In this course, four lecturers are involved:
- Prof. Enno Masurel, Full Professor Sustainable Entrepreneurship (Department of Management and Organization, School of Business and Economics, Vrije Universiteit Amsterdam). (coordinator)
- Dr. Marco van Gelderen, Associate Professor Entrepreneurship (Department of Management and Organization; School of Business and Economics, Vrije Universiteit Amsterdam).
- Prof. Victor Gilsing, Full Professor Corporate Innovation and Entrepreneurship ((Department of Management and Organization, School of Business and Economics, Vrije Universiteit Amsterdam).
- Etienne Schraven MSc, PhD Researcher Crowdfunding (Department of Management and Organization, School of Business and Economics, Vrije Universiteit Amsterdam).

**Literature**

Below, the literature per lecture is presented. All literature has to be studied for the exam, except for Bhimani (2017).


10. See 5.

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