Course Descriptions Exchange 2017-2018

Course Title	Mobilising Resources for Entrepreneurial Start-up and Growth
Course Code	EBC2146
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	4-9-2017	27-10-2017			X		X

Level	Intermediate
Coordinator	Yannick Bammens For more information:y.bammens@maastrichtuniversity.nl
Language of instruction	English
Goals	Whereas the "Birthing new ventures" course deepens your understanding of the pre-launch stage in the entrepreneurial process, this course aims to highlight the importance of putting entrepreneurship in context in that we go beyond the intersection of the entrepreneur and his/her opportunity. Specifically, this course aims to provide you insight into how to launch and grow a high-impact venture from a resource-based perspective. In other words, after having taken this course you should understand which resources are crucial to venture success, how to gather them, what elements to take into account when mobilizing resources as well as how you can get things done without resources.
Description	The societal impact of enterprising individuals cannot be contested. They found companies that challenge (and often replace) incumbents and they have an important role in introducing innovative products and services to new or established markets. However, entrepreneurs never operate in isolation; many entrepreneurs cofound their venture with others and establish partnerships to gather the resources necessary for launching and growing their ventures. We start the Resource mobilization course with exploring the two most essential resources for launching and growing a venture: human and financial. In so doing, you will explore how to put together an entrepreneurial team, examine team dynamics as well as how to recruit the best employees. You will review different types of financial resources available to entrepreneurs as well as how to select the best one for a specific type of venture. Based on this, you will also examine the role of business planning as part of a venture's resource mobilisation. This course will explore the concept of bootstrapping or how to get things done when you do not have the required resources. In all of the above, attention will be paid to how a venture's resource mobilisation strategy is not a static concept, but is one that changes dynamically over the lifecycle of a venture.
Literature	- e-Reader with papers - Set of teaching cases (sold by MC4E) - Each student is to select and read a biography of an entrepreneurial venture/entrepreneur
Prerequisites	The courses of the Entrepreneurship minor (see also http://maastrichtentrepreneurship.nl/minor.html) draw on the scholarly entrepreneurship literature. They do NOT expect that you have already developed an understanding of the functional domains of business administration or small business management (e.g. strategy, marketing, accounting, HRM, finance, operations). We encourage you to take the two introductory courses of the minor (Birthing new ventures and Mobilising resources [EBC2145; EBC2146]) BEFORE taking the other courses of the Minor. As this minor is delivered in English, your command of the English language in speech and writing should be good enough to actively prepare for, participate in, and contribute to the classes.
Teaching methods	PBL / Lecture / Assignment / Papers
Assessment methods	Final Paper / Attendance / Participation
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Bachelor International Business	Business Electives (Major Accounting)
Bachelor International Business	Business Electives (Major Finance)
Bachelor International Business	Business Electives (Major Information Management)
Bachelor International Business	Business Electives (Major Marketing)
Bachelor International Business	Business Electives (Major Organisation)
Bachelor International Business	Business Electives (Major Strategy)
Bachelor International Business	Business Electives (Major Supply Chain Management)
InterFaculty Minors	Minor Entrepreneurship
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses
SBE Non Degree Courses	Minor Entrepreneurship