Summerschool 2015
School of Marketing Management

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Content
School of Marketing Management

1. Introduction

2. What does entrepreneurship mean to you?

3. Dutch entrepreneurship

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Introduction
School of Marketing Management

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Who are you? What is your passion?
Word association
What does entrepreneurship mean to you?

What verb would you use in conjunction with entrepreneurship?

What word would you use as a synonym for entrepreneurship?

What feeling would you use to describe entrepreneurship?
Line up with statements
Energizer through debate

I have experience with entrepreneurship

Entrepreneurship is the same as taking risks

Entrepreneurship can be taught

Entrepreneurship is the same as commerce

Entrepreneurship is done alone

Entrepreneurship is an attitude
Dutch Entrepreneurship
What are the Dutch known for?
Dutch Entrepreneurship

The Dutch are also known for
Dutch Entrepreneurship
Technology the Dutch invented
Famous Dutch Companies
Or is it Infamous?

Heineken
Royal Dutch Airlines
ING Bank
McGregor
Philips
Unilever
Shell
IKEA
Dutch Entrepreneurship
Is there something in our water?

• The Netherlands has long been one of the richest countries in the world.

• The Netherlands have the highest level of foreign direct investment per capita in the world.

• The Global Connectedness Index 2012, computed on data from 2005 to 2011, ranked the Netherlands as the world's most internationally connected country.
Dutch Entrepreneurship
Climate of entrepreneurship

• High degrees of entrepreneurship and self-employment are assumed to contribute to economic growth and job creation.

• One of the priorities of the Dutch Ministry of Economic Affairs is to encourage (innovative) entrepreneurship.

• About one tenth of the working population over the last 5 years is an entrepreneur.

• The Netherlands invites and dually supports female entrepreneurs, as well as other minority groups.
Dutch Entrepreneurship
Entrepreneurship is policy

The most favorable aspects of the Dutch entrepreneurial climate are:

- availability of financial capital,
- positive attitude of young people to labor mobility,
- access to physical infrastructure,
- diminished barriers for entrepreneurship.
Entrepreneurship in Education

We teach what we preach

Individual level

Content – Educational program

Technical organizational learning environment

Societal level

Individual learning process

Motivation – Autonomy Mastery Purpose

Social-cultural learning environment

Student

Student Company

Entrepreneur

Work Environment

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Content
Knowledge

Social

Human Resource Management
Communication
Personal Development

Technical

Research
Finance
(Strategic) Marketing
Motivation
Attitude

- leaderboard
- Money
gold star
prizes
punishment
- levels
title
Discipline

- Autonomy
- Purpose
- Mastery
- Passion
- Fun
- Belonging
- Drive
- Self-knowledge
Learning

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Context
Effectuation

- Corporate Effectuation
- Bird on Hand
- Affordable Loss
- Crazy Quilt
- Lemonade
- Pilot on the Plane

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Closing statement

Entrepreneurship is co-creation

If You Want To Go Fast, Go Alone.

If You Want To Go Far, Go Together.
Questions & Answers

When will you start?
Thanks!

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