



**WITTENBORG**  
University of Applied Sciences

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# Entrepreneurship & Small Business

## Introduction

Students who choose the Bachelor of International Business Administration pathway of Entrepreneurship (& Small Business) are often interested in starting their own company at the end of their studies. This Wittenborg University EBA degree programme is challenging and fully packed with business and entrepreneurship projects based on the format used in the well known BBC series The Apprentice. From September 2015 the IBA in Entrepreneurship and Small Business programme is offered in the city of Amsterdam.

The Entrepreneurship programme is for students who know that they would like to start and run their own business, and who want the support and tools that a Bachelor programme in Entrepreneurship and Small Business can give them. Students will be required to have an international outlook, and speak good English.

These students will have ambition, optimism and good general communication skills. They will be imaginative, artistic, conceptual thinkers and have good social networks.

The EBA pathway will enable future entrepreneurs to more readily adapt to the changing environment, through the use of their learned skills, competencies

and knowledge, thus also maximizing the avoidance of company failure. In cases where companies do fail, trained entrepreneurs will be more capable of ensuring continuation than those who are not specifically educated in the field of entrepreneurship.

Wittenborg University has developed a unique programme called Entrepreneurial Business Administration, which has been accredited by the Foundation for International Business Administration Accreditation (see Benefits of FIBAA Accreditation).

## Course Content

These programs will prepare students to understand the concept of entrepreneurship more deeply and allow them to gain knowledge, skills and attitudes of a real entrepreneur, so that they can immediately start their own business during their final year of IBA study.

A real entrepreneur will then be born. Modules include Opportunity and Lead Creation, Entrepreneurial Behaviour, Business Start-ups and Business Plans, Bootstrapping & Raising Finance and Sales Pipeline Management.

The Bachelor Programme Entrepreneurial Business Administration is aimed at highly motivated business

students who are looking for a BBA which provides a combination of academic challenges and application within an intense international environment.

This broad BBA also provides a solid base with which starting a career or further academic studies becomes easier.

## Industry & Career

An entrepreneur in business can fulfil two main functions; the driver of new business ventures itself (entrepreneur), or the driver of innovation and change within existing business (intrapreneur). The profile only essentially differs between these two roles in the requirements of the level of ability to take risk and aptitude for taking opportunity. Both the ability to judge risk and being aware of opportunity are competencies required at both ends of this profile's spectrum.

An Entrepreneur requires the ability to lead and motivate people. This will be during business start-ups and project launches, but also in times of change and innovation implementation. The Entrepreneur will understand the need for good communication skills and have a good understanding of society, economics and sustainability. The Entrepreneur will have skills of selling ideas and products, winning commitment, and presenting and executing business plans. Understanding the need for stable and solid management within a company, large or small is important. An entrepreneurial business person in modern day Europe needs to be able to communicate with people across the continent and across the world, and requires the ability to understand the effects of national and international

governments on the business ventures they are involved in. Entrepreneurs and Intrapreneurs need the ability to look at problems and risks from a holistic view point and find solutions and manage risk through innovation. They need to have a good understanding of finance and fiscal matters and be able to knowledgably communicate with people supporting them through accountancy, or human resource or information services, and be able to lead these people.

Entrepreneurs and intrapreneurs are successful because they can quickly understand complex situations that require them to plan and make strategic decisions, and work on a multitude of business ideas and projects at the same time. They have a solid understanding of marketing design and implementation. Being able to develop business ideas simultaneously requires an ability to determine and understand important details, pinpoint alternatives and continuously evaluate and review business processes. A characteristic of entrepreneurs is that they have the ability to fully devote and commit themselves to achieving their long term business objectives and goals, and that this energy is also directly translated into the short term objectives.