

# ELECTIVE COURSE ENTREPRENEURSHIP MBO PART B



# COLOPHON

Publisher: Edu'Actief b.v.  
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Title: Elective course Entrepreneurship MBO part B

ISBN number: 978 90 3724 546 2

Translation: Van de Groep Vertalingen

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# HOW TO WORK WITH AN ELECTIVE COURSE?

Every education contains several elective courses. These courses are meant to prepare you for the labour market and to improve your chances at a HBO education. Your school determine what you can choose from and when you can follow an elective course. The time you spend on an elective course varies: 240, 480 or 720 of study hours. This information can be found in the introduction *About this elective course* at the start of every elective course.

Your school determines where and when you work on an elective course. This might be at school, at your internship company or at home. Most of the time, it will be a mix of these three locations.

## *Introduction*

An elective course Edu'Actief starts with an introduction. Apart from a short introductory text, this might be a video about someone working in the professional sector the elective course focuses on. Subsequently, you will find a list of the different parts and learning units the elective course consists of.

## *Challenge*

Then, you will find a description of the challenge you are going to work on. Every elective course gradually builds up to a final assignment: your challenge. For this, you will use everything you have learned from the elective course. This might be the organisation of a wine tasting with matching appetizers, a complete business plan for a start-up or a care file about the treatment you offered a client and the results of this. Step by step, you work towards your final assignment. Every step you take will bring you to at least one professional product per leaning unit, meaning: a document, a (video) report of a conversation or a physical product, as the ones you make in professional practice. This might be a wine list or the financial chapter of a business plan.

## *Results*

Subsequently, you will find the description of the goals you are going to work on: a list of the results at the end of the elective course.

## *Assessment*

You will work on your assignments individually as well as together with your fellow students. The assessment of your work will be done in different ways and at different times. Your teacher will decide how and when the assessment is done. You might have to make several tests for the final review, but the professional products you hand in for every elective course will be part of the final review as

well. Of course, your final assignment will be assessed too. This is explained in the introductions of every elective course and every learning unit. Your teacher will determine the weight of each assignment.

### *Orientation assignments*

Before you start with the first learning unit of an elective course, you will make several assignments, so you can orientate on the information. This way, you can prepare yourself, which is a very important part of every learning process.

### *Sources and references*

In this elective course, you find references to sources. You can recognize these by the icon. It can be a theory source, a link to a website or a video. The icons look as follows:



Website



Theory source



Video

The theory sources can be found in alphabetical order after the assignments. You can use the table of content to quickly find the sources you need.

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#### NOTE!

Sources are indicated in different ways:

1. source **before** an assignment  
In this case, the theory source applies to the assignments that follow.
  2. source **in** an assignment.  
In this case, the theory source only applies to one specific assignment.  
If there is no indication of a source **in** the assignment, but if you do not specific information, you can find this information in one of the earlier mentioned sources in this learning unit.
- 

The websites and the videos can be found on 24boost, the learning platform where you can find the digital version of this elective course. The elective course is divided into learning units. The title of each learning unit can be found on top of the page in your book. Find the right assignment number and/or the source you need on 24boost.

To get access to 24boost, you first need to create an account and activate your license.

### *Log in*

You find a license code in front of the book. With this code, you are able to watch videos and to look at the role plays, forms, weblinks and sources you need.



*Description log in process*

If you want to log in for the first time, you need to activate your license. The license can be found in the front of the book.

*How to activate the license?*

Open your browser and navigate to [www.edu-actief.nl/licentie](http://www.edu-actief.nl/licentie)

Here, you find a video concerning the activation of your license. Watch this video.

Follow the steps to activate your license.

You can log in by entering your username and password. Now, you can log in.

# 1. ABOUT THIS ELECTIVE COURSE

## ABOUT THIS ELECTIVE COURSE

### Introduction

This elective course contains seven work processes. You need 480 study hours to finish these. The result of every work process is one or more tangible professional products, which will be assessed by a teacher and/or a real-time jury. We speak of go/no-go moments here. The professional products will be part of your portfolio. The theory will be tested by means of knowledge tests.

This elective course is about entrepreneurship. What do you need to run your own business and to work towards a prosperous business? How do you do this? Of course, it starts with a good idea and with entrepreneurial skills. Then, you conduct a market research and you write a proper marketing plan. All of this will be elaborated in detail in elective course Entrepreneurship MBO A.

In this elective course, we work on the juridical plan, the financial plan and the purchasing plan. We will also discuss the recruitment of customers, because you obviously want to sell products or a service. Did you know that most of the millionaires in Holland are entrepreneurs?



Watch the video 'Zo wordt u ook miljonair!'.

### Structure

The elective course can be divided into ten learning units, each split up into two sections (section A and section B):

Section A: Market research and marketing plan

Section B: Financial plan + running a business.

You are now working on section A. This consists of four learning units:

- Learning unit 1 Rules
- Learning unit 2 Company forms
- Learning unit 3 Financial plan
- Learning unit 4 Acquisition
- Learning unit 5 Purchase plan.

### *The challenge*

You are going to prepare for starting your own business: your own start-up. The company plan is the professional product that you will have made at the end of the elective course. Based on a few big tasks, you run through the steps you need to make your professional product. We provide sources, to make it easier for you to make the assignments.

### *Goals*

---

#### **Learning unit 1 Rules**

- You know the rules you need to meet if you own a company.
  - You know what permits and insurances you need in order to start a company.
  - You know how to make an insurance plan.
  - You know how to protect your product.
  - You know where you can start a business in your municipality.
  - You work with general conditions for your company.
  - You know how to deal with feedback.
- 

#### **Learning unit 2 Company forms**

- You know different forms of commercially cooperating.
  - You know the requirements to register a company.
  - You know the advantages and disadvantages of different company forms.
  - You are able to choose a certain company form.
  - You know about the taxes entrepreneurs have to pay.
  - You know how to deal with feedback.
- 

#### **Learning unit 3 Financial plan**

- You know how to make an income statement.
  - You are able to calculate a break-even point and a safety margin.
  - You are able to make an investment budget for your company.
  - You can make a financial plan for your company.
  - You can make an opening balance for your company.
  - You are able to calculate your financial key figures.
  - You know you to make an overview of your business costs.
  - You can set your selling price or your hourly rate.
  - You know how to set the operating budget for your company.
  - You are able to make a private specification.
  - You are able to make a cash flow forecast for the first year of your company.
  - You are able to keep your business administration in order.
  - You know how to deal with feedback.
  - You have insight in accuracy.
  - You have an idea of the way entrepreneurs should manage their finances.
-

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## Learning unit 4 Acquisition

- You know the advantages and disadvantages of selling by telephone.
  - You have knowledge about different recruitment activities.
  - You know the importance of a long-term customer relationship.
  - You are able to draw a sales funnel for your company.
  - You are able to classify prospects and customers.
  - You know how to deal with feedback.
  - You are able to have an acquisition talk.
  - You can establish a quotation.
  - You know how to apply cold acquisition.
  - You are able to design a visiting form.
- 

## Learning unit 5 Purchase plan

- You know different forms of commercially cooperating.
  - You can map potential suppliers.
  - You can apply vendor rating.
  - You are able to make a purchase contract.
  - You can analyse your portfolio with the Kraljic matrix.
  - You know how to negotiate.
  - You know how to make a purchase plan.
  - You know how to deal with feedback.
- 

## The assessment

- Knowledge tests

Every learning unit contains many assignments in order to write your business plan and every learning unit contains assignments that need to be assessed positively in order to finish the learning unit. These assignments will become part of your business plan, which you will present on paper and by means of a pitch during a Start-Up Pitch Day. In some cases, it is just your teacher who assesses your assignments. In other cases, there is a jury of people from your school and people from business life. In the learning units of this elective course, you work on:

### *Learning unit 1 Rules*

- permits (optional)
- protection of your product (optional)
- insurance plan
- general conditions.

### *Learning unit 2 Company forms*

- company form.

### *Learning unit 3 Financial plan*

- investment budget
- financial plan
- opening balance

- selling price or hourly rate
- private specification
- cash flow forecast.

#### *Learning unit 4 Acquisition*

- acquisition plan.

#### *Learning unit 5 Purchase plan*

- purchase plan.

## 1.1 ORIENTATION

Some entrepreneurs only focus on making money. They think their company can help them to quickly become rich. Some people succeed in this.

Watch the video 'Zo wordt u ook miljonair!'.

#### ASSIGNMENT 1: MAKING MONEY



'Zo wordt u ook miljonair!'.

What was not mentioned in the video when it comes to the way the entrepreneurs made money?

#### ASSIGNMENT 2: BECOMING A MILLIONAIRE

What is the other big group of millionaires mentioned in the video?

#### ASSIGNMENT 3: START-UP

What is your start-up goal?

Have fun and good luck!

## 2. RULES

### 2.1 ABOUT THIS LEARNING UNIT

As an entrepreneur, you need to find your way in the world of rules, laws and permits. Life is full of risks. Every day, something could happen that harms you or your possessions. For that reason, it is good to protect yourself against all possible financial consequences by means of insurance. In principle, you can be insured for everything, but you always have to think about the risks you run and the premium you pay. And it is not just insurances. If you are responsible for your own company, there are so much more regulations to deal with. In this learning unit, we investigate permits, insurances and agreements.



You will make different assignments. Some of these assignments will become part of your business plan. On the right side, you can always consult the glossary. You also find sources there to help you in making your assignments as good as possible.

---

## Goals

- You know the rules you need to meet if you own a company.
  - You know what permits and insurances you need in order to start a company.
  - You know how to make an insurance plan.
  - You know how to protect your product.
  - You know where you can start a business in your municipality.
  - You work with general conditions for your company.
  - You know how to deal with feedback.
- 

## The assessment

Every learning unit consists of lots of assignments in order to write your business plan. Every learning unit contains one or more assignments. These assignments need to be assessed positively in order to finish the learning unit. These assignments will become part of your business plan. You will present your business plan both on paper and in a pitch during Start Up Pitch day. In some cases, it is just your teacher who assesses your assignments. In other cases, there is a jury of people from your school and people from business life. In this learning unit, you will work on:

- an overview of permits (optional)
- the protection of your product (optional)
- your insurance plan
- general terms and conditions for your company.



Glossary

### ASSIGNMENT 1: PERMITS



Permits



Zoning plan



Permits Domain Construction and infra  
 Permits Domain Finishing, wood and maintenance  
 Permits Domain Craft, laboratory and health technologies  
 Permits Domain Media and design  
 Permits Domain Information and communication technology  
 Permits Domain Mobility and vehicles  
 Permits Domain Transport, shipping and logistics  
 Permits Domain Trade and entrepreneurship  
 Permits Domain Economy and administration  
 Permits Domain Safety and sports  
 Permits Domain External care  
 Permits Domain Catering and bakery  
 Permits Domain Tourism and recreation  
 Permits Domain Care and well-being  
 Permits Domain Food, nature and living environment

- a. Watch the video 'Vergunningen' of the entrepreneur from your domain.
- b. What permits does this entrepreneur deal with?
- c. How does he process these permits?
- d. What permits would you need if you would start your own business?
- e. Find out where you can start your company in your municipality.

#### ASSIGNMENT 2: HOW ABOUT MY SITUATION?



Environmental protection



Health and safety care



Personal Data Protection Act

You do not only deal with municipality rules. The national government also imposes obligations.

- a. Will you spend time on environmental protection? Explain your answer.
- b. Do you have the obligation to run a RI&E?
- c. How important is health and safety care in your organisation?
- d. What role does the Personal Data Protection Act play in your future company?

#### ASSIGNMENT 3: PROTECTION OF YOUR PRODUCT



Protection of your product

How will you protect your product?

#### ASSIGNMENT 4: INSURANCES



Insurances Domain Construction and infra  
 Insurances Domain Finishing, wood and maintenance  
 Insurances Domain Craft, laboratory and health technologies  
 Insurances Domain Media and design  
 Insurances Domain Information and communication technology  
 Insurances Domain Mobility and vehicles  
 Insurances Domain Transport, shipping and logistics  
 Insurances Domain Trade and entrepreneurship  
 Insurances Domain Economy and administration



Insurances Domain Safety and sports  
 Insurances Domain External care  
 Insurances Domain Catering and bakery  
 Insurances Domain Tourism and recreation  
 Insurances Domain Care and well-being  
 Insurances Domain Food, nature and living environment

- a. Watch the video 'Verzekeringen' of the entrepreneur from your domain.
- b. What insurances did the entrepreneur take out?
- c. Does he still miss an insurance?

#### ASSIGNMENT 5: INSURANCE PLAN



Insurances



Company insurances



Entrepreneurial insurances

- a. Make an overview of the insurances you want to take out as a starting entrepreneur.
- b. Request at least two quotations. Write down which insurance companies you approached.
- c. Now, draw up your first insurance plan for the first year of your business.

#### ASSIGNMENT 6: AGREEMENTS



Agreements



Employment contracts and dismissal



Rental agreement



Purchase agreement



Temporary employment



Not fulfilling the obligations arising from the agreement

- a. What agreements will you have to deal with when you start your own company?
- b. Which arbitration committee would you approach to help you with your product?