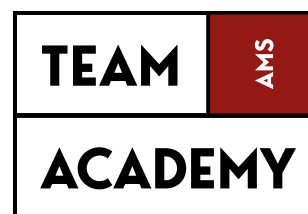


PROGRAM OVERVIEW YEAR 1-4



Year 1: Start your business

Entrepreneurship

- €1.500 gross profit
- 25 customer visits
- 2x 24 hours challenge
- Business mentoring

Education

- 12 theoretical courses (f.e. entrepreneurial practice theory, finance, law, sales & marketing)
- 3 courses in personal leadership
- Book reading
- 2 evaluation weeks
- 2 team sessions per week
- Team coach
- 3 learning contracts

Ecosystem

- Team building @ Start-up Week
- Learning Journey to Romania
- Masterclasses
- TA Connect

Year 3: Grow your business

Entrepreneurship

- €5.000 gross profit
- 25 customer visits
- 2x 24 hours challenge
- Business mentoring

Education

- 9 theoretical courses
- 3 courses in organizational leadership
- 2 broadening minor
- Book reading
- 2 evaluation weeks
- 2 team sessions per week
- Team coach

Ecosystem

- Team building @ Start-up Week
- Learning Journey to South-Africa
- Masterclasses
- TA Connect

Year 2: Develop your business

Entrepreneurship

- €2.500 gross profit
- 25 customer visits
- 2x 24 hours challenge
- Business mentoring

Education

- 12 theoretical courses (f.e. research skills, value proposition design, business model innovation)
- 3 courses in personal leadership
- Book reading
- 2 evaluation weeks
- 2 team sessions per week
- Team coach
- 3 learning contracts

Ecosystem

- Team building @ Start-up Week
- Learning Journey to Romania
- Masterclasses
- TA Connect

Year 4: Evaluate your business

Entrepreneurship

- 1x 24 hours challenge
- Business mentoring

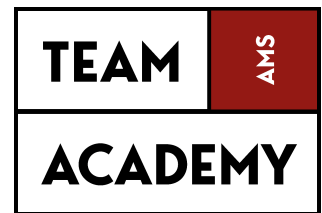
Education

- 5 theoretical courses
- 1 course of leadership of your choice
- 2 in-depth minors
- Book reading
- 1 evaluation week
- 1 team session per week
- Team coach
- Thesis

Ecosystem

- Learning Journey to country of your choice
- Team building @ Start-up Week
- Masterclasses
- TA Connect

CURRICULUM YEAR 1 2020-2021



Code	Learning line: Entrepreneurship and Research (ER)	EC	Class Hours
0101ER	Entrepreneurial research 1	3	24
0102ER	Entrepreneurial practice theory 1	2	16

Code	Learning line: Creation and Commercialization (CC)	EC	Class Hours
0101CC	Understanding innovation & design	2	16
0102CC	Sales and Marketing 1	2	16
0103CC	Website planning, build and operation	2	16

Code	Learning line: Integrated Skills (ISK)	EC	Class Hours
0101ISK	Law year 1: legal structure, legal documents, intellectual property rights, consumer rights	2	16
0102ISK	Finance year 1: accounting & budget management, balance, profit & loss, cash flow, product-service cost calculation, fiscal regulations	2,5	20
0103ISK	English writing essays B2	2	16
0104ISK	Dutch/Dutch for Internationals	1	8
0105ISK	Project management basics	1,5	12
0106ISK	Presentation skills	1	8
0107ISK	Interculturality year 1	1	8

Code	Leadership (LE)	EC	Class Hours
0101LE	Self-Managing Leadership Workshop	1	8
0102LE	Individual breakthrough	0,5	4
0103LE	Leadership Elective	0,5	4
0104LE	Dialogue 1	0,5	4
0105LE	Book reading semester 1	2	16
0106LE	Book reading semester 2	3	24
0107LE	Skills week	1,5	12

Code	Team Performance (TP)	EC	Class Hours
0101TP	Start-up week	1	
0102TP	Learning journey year 1	8	
0103TP	Team sessions semester 1 year 1	6	
0104TP	Team sessions semester 2 year 1	4,5	
0105TP	Team result/Money goal year 1	5	
0106TP	24HRS Challenge	2	
0107TP	Customer Visits Romania	0,5	
0108TP	Customer Visits Semester 1	1	
0109TP	Customer Visits Semester 2	1	
	Overall year 1	60	248