

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, the brilliance of failure, understanding innovation & design)
- 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. interculturality, trend watching, value proposition design, digital skills - online tools and methods)
- 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 leadership course 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 - 2021-2022

Code	Learning line: Entrepreneurial Essentials	EC
0101EE	Entrepreneurial research 1	3
0102EE	Entrepreneurial practice theory 1	2
0103EE	Understanding innovation & design	2
0104EE	Sales 1	1
0105EE	Marketing 1	1
0106EE	Digital Skills - Website and Social Media Platforms - Basics	2

Code	Learning line: Integrated Skills	EC
0101ISK	Law year 1	2
0102ISK	Finance year 1	2,5
0103ISK	English writing essays B2 (2EC) / plagiarism/source mentioning (0,5)	2,5
0105ISK	Project management basics	1,5
0106ISK	Presentation skills	1
0107ISK	Interculturality year 1	1
0108ISK	Business etiquette	0,5
0109ISK	Brilliance of Failure	1

Code	Learning Line: Leadership Essentials	EC
0101LE	Self Managing Leadership Workshop	1
0102LE	Individual breakthrough	0,5
0103LE	Leadership elective	0,5
0104LE	Dialogue 1	0,5
0105LE	Book reading semester 1	2
0106LE	Book reading semester 2	3
0107LE	Skills week	1,5

Code	Learning Line: Team Performance (TP)	EC
0101TL	Start-up week	1
0102TL	Learning journey year 1	8
0103TL	Team sessions semester 1 year 1	2,5
0104TL	Team sessions semester 2 year 1	4
0105TL	Money goal and Business Mentoring semester 1	3
0106TL	Money goal en Business Mentoring semester 2	5
0107TL	24HRS challenge	2
0108TL	Customer visits	0,5
0109TL	Customer visits	1
0110TL	Customer visits	1
	Overall year 1	60