**NHL Stenden online week 38: Theme "The Entrepreneurial Mindset"**

**incl. Start in week 37 a short introduction + End in week 39 a wrap-up/Evaluation**

**(The mentioned times are Dutch Central Times!)**

**Week 37: Friday 12th september 10.00 – 13.00: -> Monday 15th September?**

**0,5 uur Introduction Theme: Hans Schülski**

**Who am I as an entrepreneur/lecture + homework for next session: Entrepreneurial Ambitions, Real life issues, preparation for DISC Session**

**Hans Schülski/Bauke Foppele**

**(Personal homework: 3 hours)**

**Week 38: woensdag 17 september, 10.00 – 13.00**

**Inspiration session/ lecture  + 1 hour: Elements of the educational environment—namely authenticity, collaboration, and reflection—influence students’ entrepreneurial mindset and intentions. Using structural equation modelling, the research provides robust evidence for the ways in which educational design can serve as a catalyst for personal and professional transformation. Ass. Prof. John Hornby**

**(Personal homework: 2 hours)**

**Week 38: 18th  September; 10.00 – 12.00 and 13.00 – 15.00):**

**DISC Testing combined with Entrecomp**

**Inge Visser Bc+ Chantal Stegink MA**

**(Personal homework: 2 hours)**

**Week 39: 23th  September 14.00 – 16.00: -> Friday 19th September?**

**Wrap-up Hans Schülski, Inge Visser, Chantal Stegink**

**Course Content | Syllabus:**

**Background notes:**

* The Center for Entrepreneurship at NHL Stenden is about empowering international students to become future-ready changemakers. At NHL Stenden’s Center for Entrepreneurship (CfE), we believe that entrepreneurship is more than starting your own business — it's about developing a mindset of creativity, initiative, and resilience. Whether you dream of launching a startup, making an impact in your community, or becoming an innovative professional, the CfE is here to support your journey. Approach: Learning by Doing, Thinking by Creating.

At CfE, we use an experiential, student-centered approach. We believe the best way to learn entrepreneurship is by doing it. That means you don’t just sit in classrooms — you explore, experiment, and engage with the real world. Our method is based on:

Personal Guidance. You’ll receive coaching from experienced entrepreneurial educators and business experts. Whether you’re exploring an idea or already running a business, our coaches help you clarify your goals, plan *the next* steps, and reflect on your growth.

Entrepreneurship Education: offer entrepreneurship-related electives, minors, and the option to work on your business as part of your graduation project. You’ll learn essential skills like: Lean startup & design thinking, Pitching and storytelling, *financial* planning and funding. Market research and customer validation

A Community for Creators, Doers, and Dreamers As an international student, you’ll become part of a diverse, vibrant community of entrepreneurial students from around the world. You’ll attend: Networking events and pitch nights, Guest lectures by international entrepreneurs, Workshops on digital marketing, prototyping, branding, and more. Whether you're from Europe, Asia, Africa, or beyond — your perspective matters. We actively encourage cross-cultural collaboration, as we believe that global thinking fuels innovation.

### Build Your Business While You Study Already have a business or serious startup idea? Through programs like Student Startup Support and Entrepreneurial Graduation, you can combine your academic journey with business development. This means: Earning credits for working on your startup, using university time and resources to grow your idea, Access to coaches, experts, and possibly funding opportunities. We support early-stage founders with feedback, validation tools, and access to our regional business network, including incubators and investors in the Northern Netherlands.

* **Gritd method as a basis for our workshops**: The Gritd method is a structured approach to help (starting) entrepreneurs develop their business in a targeted and sustainable way. The method is based on science-based growth phases of startups and scale-ups, and helps entrepreneurs gain insight into where they are now, what their biggest bottlenecks are, and what they need to do next. The Brabant Development Agency has declared this method to be a universal guidance grid.
* **The EntreComp Framework** (in full: *Entrepreneurship Competence Framework*) is a model developed by the European Commission to define entrepreneurship as a set of skills and attitudes that everyone can develop. It focuses not only on starting a business, but on entrepreneurial behavior in a broad sense: taking initiative, seeing opportunities, creating value and taking responsibility. EntreComp describes three core areas:

Ideas and Opportunities – the ability to see opportunities, think creatively, and turn ideas into valuable initiatives. Resources – the effective use of resources such as time, people, financial and material resources, as well as self-confidence and motivation. Into Action – the ability to execute plans, take risks, collaborate and learn from experience. These three areas are divided into 15 competencies, such as creativity, mobilizing others, dealing with uncertainty and learning from mistakes. The model is structured as a development ladder with eight levels: from beginner to expert, making it widely applicable in education, training and coaching. The EntreComp Framework is internationally recognized as a basis for entrepreneurship development and can be used in all sectors. It helps students, teachers and organizations to systematically recognize, develop and assess entrepreneurial skills.

* **Design Based Education**: NHL Stenden's teaching method in which students develop knowledge and skills through design and project-based work. The learning process is about solving real problems and creating tangible solutions, often in collaboration with companies or civil society organizations. Instead of traditional teaching methods, students work independently or in teams on projects that align with their studies and interests. The emphasis is on creativity, cooperation and self-management. Teachers guide as coaches and experts, which ensures a more flexible and practice-oriented learning process that better meets the needs of the modern labor market.
* **Entrepreneurial Mindset**: Here we take a closer look at how behavior and thinking patterns influence successful entrepreneurship. We use the DISC model, a powerful tool that provides insight into behavioral style and communication preferences. Tools are given to tackle strong and less strong in behavior and to work more effectively with others. This insight is crucial for anyone who wants to grow as an entrepreneur and achieve better results in their business adventures.