

Guidelines – Entrepreneurship Cases

This document aims to provide instructors with a comprehensive framework for effectively incorporating an Entrepreneurship Case into their courses. The Entrepreneurship Cases offer a unique approach to learning, allowing students to apply theoretical concepts to real-world situations and develop critical thinking skills essential for entrepreneurial success.

The Entrepreneurship Cases outlined in this guideline document are particularly suitable for advanced Bachelor and Master level courses, as well as executive education programs. This especially applies to entrepreneurship courses, although the cases can also be used in other courses. These courses can be within and outside the business and economics domain.

1. Preparation

The cases are freely available on our [website](#), where you can download them for use in your entrepreneurship courses. The free availability applies to both teachers and students.

2. Classroom delivery

To seamlessly integrate an Entrepreneurship Case into your classroom delivery, you can follow these steps:

- *Introduction of the cases:* Start by providing an overview of the cases in general, setting the stage for the specific case discussion. You can find an overview of the cases [here](#).

Cases with the links to the videos

- *Introduction of the specific case:* Dive into the details of the case you're focusing on, offering background information and context to the students.
- *Reading the case in the classroom:* Allocate approximately 20 minutes for students to read through the case during class time. This ensures everyone is familiar with the material (and provides a brief break for the instructor).
- *Jointly watch the video in the classroom:* Use the video interviews with the entrepreneurs, accessible on our [website](#) or on [Youtube](#), to add a multimedia dimension to the discussion.

- *Q&A session*: Encourage questions and discussions after the video, fostering a dynamic exchange of ideas among students. This interactive session deepens understanding and allows for the application of concepts.

3. Assessment

For effective assessment, consider utilizing the list of questions available for each case. These questions serve as valuable prompts to guide student analysis, stimulate critical thinking, and assess comprehension of key concepts. The questions are available upon request, only for teachers. Please email cfe.sbe@vu.nl if you wish to receive them.

During classroom sessions, integrate these questions into your teaching approach by displaying them on PowerPoint slides. Encourage student participation by asking them to answer the questions directly or allowing them a few minutes to discuss the answers with a fellow student. Subsequently, select a few pairs to share their responses, fostering class-wide discussion and deeper understanding.

You can also use the cases for exams. In your exam, use predominantly open-ended questions to allow students to demonstrate their understanding qualitatively. This approach enables you to assess students' ability to apply theoretical concepts to real-world scenarios.