



BCE Master Certificate in International Entrepreneurship at Tilburg University



Brabant Center of Entrepreneurship

The Brabant Center of Entrepreneurship offers various programs in entrepreneurship for students at Tilburg University (UvT). This leaflet provides specific information on our International Entrepreneurship Program (IEP) for graduate students. The master's level IEP is an ancillary program, open to all master's students registered at UvT who have a university bachelor's degree. Offered 'on top of' the master's program, this nine-month program has three components:

1. Academic courses 2. Skills training 3. Project work

The curriculum includes one required course - Strategic Entrepreneurship (6 ECTS credits) - and seven electives:

- Advanced Corporate Entrepreneurship
- Strategy Process & Decision-making
- Entrepreneurial Finance
- Legal Negotiations - Formation, Operation and Exit of Start-up Companies
- Strategic Marketing Management
- Social Media
- Capitalism, Morality & Entrepreneurship

Each elective is worth either 3 or 6 ECTS credits, depending on whether you take the course as an IEP elective only (3 ECTS credits allowed) or as an elective for your regular study, as well (minimum of 6 ECTS credits required). To obtain the master's level BCE Certificate in International Entrepreneurship, you must successfully complete the required course (6 ECTS credits), along with three electives (minimum of 3 ECTS credits each), for a total of at least 15 ECTS credits in academic courses.



The skills training starts with a kickoff session in which students are given an assessment and intake interview. Based on this session, students are then provided with personal advice on the knowledge and competencies they need to work on. Participants can choose from the following skills training sessions provided by the Experience Center:

- Presentation skills
- Writing skills
- How to write a business plan
- How to write an account management plan (1/2)
- Sales skills (2/2)
- Decision-making skills
- Social networking
- Traditional networking
- Intercultural negotiations
- Scenario thinking
- Intercultural communication
- Dilemma training

The master's level IEP requires students to successfully complete six training sessions; these one-day training sessions are all offered twice a year.

The final part of the program involves the project work. This can consist of either writing an individual business plan or taking part in a multidisciplinary challenge. Written projects are supervised by an academic professional and sometimes by a personal coach, as well. In the challenge, a team of five students from different academic backgrounds works on a real-life scenario for a local entrepreneur. The students have five days to come up with good, solid business advice to tackle the issue, before presenting it to the entrepreneur and a jury of experts.

All students who successfully complete the program (i.e. 15 ECTS credits, six skills training sessions and the project work) will receive a Master Certificate in International Entrepreneurship. We also offer personal coaching to students in the program who already have a product or business idea, to help them work towards a successful venture. The selection for this coaching program is based on the outcome of the assessment and intake interview given during the kickoff session (August and September 2010).



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