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Course unit English denomination **ENTREPRENEURIAL SOFT SKILLS**

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Teacher in charge Davide Iannuzzi, PhD, MBA  
Vrije University of Amsterdam – Sixpointsix BV

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Teaching Hours 24

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Number of ECTS credits allocated 3

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Course period 02/12/2025 – 05/12/2025

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Course delivery method ☒ In presence  
☐ Remotely  
☐ Blended

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Language of instruction English

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Mandatory attendance ☒ Yes (50% minimum of presence)  
☐ No

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Course unit contents DAY 1  
Introduction and psychological contract.  
Motivation factors.  
The Food Truck Challenge (Harvard Business School computer simulation).  
Effectuation theory and lean startup.  
Examples of businesses that never took off.  
Knowledge Share.  
DAY 2  
Ideas and how to pitch them (networking pitch).  
The four pillars of a business plan.  
Business Model Canvas.  
Accounting.  
NewElectronics case analysis.  
DAY 3  
NewElectronics case analysis: presentations from participants.  
Team and other important matters.  
Free Cash Flow own case.  
Slide deck to pitch to investors: key elements.  
Slide deck to pitch to investors: own case.  
DAY 4  
Pitch competition.  
Ask me anything (session with other academic entrepreneurs)

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Learning goals

- To make the participants appreciate the advantages offered by a more entrepreneurial attitude towards technology transfer opportunities;

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- To present the most basic tools that enable entrepreneurs to identify opportunities and bring new ideas to market;
- To make the participants aware of the differences and analogies between problem solving in physics and problem solving in business;
- To give the participants the opportunity to develop themselves a first embryo of a business plan gravitating around an idea of their interest.

Teaching methods	Interactive lectures, a computer-based simulation from Harvard Business School, group work and discussion of real-life cases. Guest speakers might bring their personal contribution. A pitch competition will conclude the course.
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Course on transversal, interdisciplinary, transdisciplinary skills ☒ Yes ☐ No

Available for PhD students from other courses ☒ Yes ☐ No

Prerequisites (not mandatory)	The course is designed for PhD in Physics and in Materials science and technology candidates. It does not require any prior knowledge of business, technology transfer, or entrepreneurship.
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Examination methods (if applicable) Active participation and group work presentations

### Suggested readings

**Additional information** Participants who are interested to bring their ideas a step forward will be able to follow up with the course organizer.