



Re-sit Exam Entrepreneurship in Human Movement Sciences (EHMS)

June 30, 2016 (15.00-17.45) MF-G513

Date of correction: July 14, 2016 (latest)

Inspection: send an email to e.masurel@vu.nl

All questions yield 1.5 points respectively. All x sub-questions per question yield 1.5/x points. The first point is free.

GOOD LUCK!

1a. During the first lecture, the basic definition of entrepreneurship of this course was introduced: ‘entrepreneurship is the creation, discovery and exploitation of value-adding opportunities’. Which three forms of value were distinguished?

1b. Give concrete examples of each form of value, from the perspective of your own discipline ‘human movement sciences’.

1c. What is a good common denominator for the three forms of value?

2a. During the innovation lectures, four forms of protection of innovations were dealt with: registered formal legal rights, non-registered formal legal rights, informal protection actions, and no protection at all. Give three examples of informal protection.

2b. What are the two main differences between informal protection actions and registered formal legal rights?

2c. Which are the two main criteria that you would use in order to make a choice for a certain form of protection? Why these two?

3a. Also during the innovation lectures, innovation was defined as the successful market introduction of ‘something new’, and the way how to measure innovation performance at the organizational level was discussed. Give both the description and the formula of innovation performance measurement.

3b. Give an example from your own discipline concerning the measurement of innovation performance at the organizational level.

3c. Six factors were discussed that contribute to the development of innovation performance. Mention three of them and explain their roles in not more than 50 words each.

4a. Why (not) become an entrepreneur? This was one of the questions that was raised during the first lecture in this course. In the context of this question, benefits and drawbacks of running your own business were dealt with. Mention three of these benefits and describe them briefly.

4b. Mention three of these drawbacks and describe them briefly.

4c. Take a look at your benefits and drawbacks again. How would you come to a decision to become an entrepreneur or not, based on these benefits and drawbacks?

5a. In this course, sustainable entrepreneurship was defined as ‘.... in making balanced choices between profit, people and planet’. What is missing in above description and why is this important?

5b. Which values do profit, people and planet represent respectively?

5c. One of the most important issues in sustainable entrepreneurship is whether sustainable entrepreneurship is profitable or loss-making. Defend the proposition ‘sustainable entrepreneurship is loss-making’ in about 250 words.

6. Entrepreneurship Case

Prof. Johnson (aged 47) is a renowned scientist in his field of research: laser beams. After his MSc, he obtained his PhD title, and at a young age he became professor in this field of science. He has published a series of authoritative papers in different leading international journals in his

field of study. Next to his research, he likes lecturing in his field of study, both in the bachelor phase and in the MSc phase, and he also likes the supervision of PhDs in his field of study (he has supervised seven PhDs in the past five years). Since three years, he is the chairman of the department where he was already working, at the faculty of science of his university. This is a department with about 50 employees (it is a very diversified department: varying from other professors to PhD students, from senior lecturers to student-assistants, from a financial controller to an aid in the laboratories, etc.). Recently, Prof. Johnson came to the conclusion that his professional life has a high happiness level, without any real financial worries, and nevertheless still with a lot of intellectual challenges for the coming years.

But, also recently, he received a request from the technology transfer office of his university and the board of his university, to start his own firm (spin-off company), in order to materialize his huge knowledge in the field of laser beams into real products and to sell these products on the commercial market. Especially, companies in the military sector are very interested in the products that are based on his laser beams studies and his laser beams knowledge. This was not the first request for starting his own firm that he had ever received. More than two years ago, he received a similar request from the technology transfer office of his university only, so not from the board of the university, which he turned down with the remark 'I am a scientist, not an entrepreneur'. But now the request to start his own firm also came from the board of the university, which has made the request more pressing to him. With this new bundled request, a promise came that he will have his own, dedicated business developer to assist him, paid by the university and employed at the technology transfer office. Prof. Johnson feels that he cannot turn down the request by the technology transfer office and the board of the university again, with the simple statement that he is not an entrepreneur but a scientist, given the involvement of the board of his university. It seems that the only room in this process is to negotiate for alternative forms of valorization instead of to start his own firm and/or to negotiate for good conditions for him and his department and/or ask for certain additional assistance when it comes to the valorization process.

6a. During the innovation lectures, attention was paid to Triple Helix. Describe this phenomenon, and explain why it has such a potential.

6b. Prof. Johnson stated that he is a scientist and not an entrepreneur, however he feels the pressure from the top of his university to start his own spin-off company. How can he solve this deficiency of not being an entrepreneur, when he decides to start his own spin-off company?

6c. Imagine you would be Prof. Johnson: what would you do, remain with science only or start for yourself as well? Why? Place your answer in the context of Triple Helix.

END OF EXAM