

Assessment and demand driven education in a Dutch Bsc entrepreneurship program, unique in Holland. There are no lessons, no 'a priori' literature, no lecturers. As if we are a 4 years permanent incubator. Cell based organised, i.e. a cohort consists of students, lecturers in management and each cohort differs from another. The study roads differ individually, the assessments stay the same. My personal change from outdated education manager towards change leader in an experimental design, is the 'story'.

What can you expect the next 50 minutes

- ◆ some info about me and my university
- ◆ ingredients of the engineering and design of the biggest experiment in higher education in entrepreneurship in Netherlands
- ◆ exercise in Human Dynamics, Peter Senge Youtube, getting to know each other

grandfather,  
economist and  
optimist

Director Centre for Entrepreneurship  
Member of Accreditation Committee higher education  
Member of the Editorial Board Monthly magazine Expertise  
Chairman Venture Fund SMART Money  
Vice chairman Red Med Tech Venture Fund  
Founder Russian Institute of Marketing  
Designer Bachelor Education Programs  
National project leader connection higher education labour market



30.000 students  
3 cities  
more than 60 Bsc/  
Masters programs  
entrepreneurship data  
660 SE's = 2,6%  
start up centre/  
incubator  
own venturefund  
network 1400 E





the biggest experiment in higher education  
the bachelor program small business enschede

Higher professional education,

old style

new style

From:

To:

static design

dynamic/flexible design.

competition

coöperation.....

teaching organisation

learning organisation.....

knowledge in stock

just in time education.....

supply oriented

demand driven.....

focus on businessjobs

focus on learningproces

mass education

individual education.....

employees

entreployees.....

markets

clients/relations.....

<u>experiment???</u>	<u>education +</u>	<u>engagement</u>	= <u>impact</u>
diversity	learning styles	coaching	human dynamics
ownership	learning vision Vygotsky cs	4 T's	student companies
learning ability	demand driven	assessment driven	competences
partnership	we	together	learning cels

Peter Senge  
5th discipline

education +

engagement =

impact

system  
thinking



adaptive  
learning

holistic  
decision

personal  
mastery

demand driven

context

personal  
grow

mental models

respect

shared vision

steiner/  
montesorri

training HD

shared  
guidance

team learning

belbin cs

cells

Understanding yourself and others

<http://youtu.be/hFo8fRDeH7E>

questions and discussion



mental

thinking  
objectivity  
vision  
structure  
overview  
values



emotional

feeling  
subjectivity  
creative imagery  
relations  
communication  
organisation



physical

make  
realise  
to do  
sensory/  
systemic  
perception