

# RSM STAR Track Orientation Fair 2021

## Information session: **Track 5**

Date: April 13th

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[rsmstar.nl](https://www.rsmstar.nl)



# Agenda

1. General information about the track
2. Modules
3. Exams & projects
4. Tips & Tricks
5. Q&A



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# General information about Track 5

- Overall framework: organisational life cycle
  - 'Create' - module 1
  - 'Grow' - module 2
  - 'Change' - module 3
- For whom?
  - Those who are interested in organizational dynamics
  - Those who are interested in entrepreneurial challenges
  - Those who are interested in (thought) leadership
  - Those who are interested in change



# Module 1 - 'CREATE'

## 1. What makes individuals and organisations more creative? (Innovation Management)

- Theory of creativity
- Techniques for idea generation
- How to select the best ideas

## 2. What are the sources of new ideas? (Marketing Management)

- external/internal sourcing

## 3. Idea generation and social needs (Business & Society Management)

*Entrepreneurship, Innovation management, Organisational Behavior*

# Module 2 - 'GROW'

1. Establishing a new firm (Strategic Entrepreneurship)
  - Organisational structure for growth
  - Funding for growth
2. Marketing your business (Marketing Management)
  - Business model development
  - Market-launch strategies
3. Extending and sustaining the business (Strategic Entrepreneurship)
  - Pursue a market-driven strategy
  - Forming strategic networks, geographical expansion
4. Harvesting and exit of the founders

*Entrepreneurship, Financial Management, Marketing Management*

# Module 3 - 'CHANGE'

## 1. Change processes and models (Personnel and Organisation Management)

- bottom-up and top-down models of change
- Interventions during change

## 2. Business Model innovation and its constraints and drivers (Personnel and Organisation Management)

- Resistance
- Leadership

## 3. Societal drivers on and societal impact of Change (Business and Society Management)

- Megatrends influencing the need for change
- Changes and its impact on society

*Organisational Behavior, HRM, OTD, Business & Society*

# Exams & projects (preliminary)

- Module 1:
  - Team assignment
  - Exam
- Module 2:
  - Team (field-) project
  - Individual assignment
  - Exam
- Module 3:
  - Team assignment
  - Individual assignment



# Tips & Tricks

- *Contacts in the field (for assignments) are advantageous*
- *Like hands-on exercises*
- *Like 'open' assignments related to practice*

# Q&A

- *If i choose for this Track, can I still apply for all the Master programs? YES*
- *What professional careers are open when following this track? MANY*
- *How much quantitative skills do I need? BACHELOR LEVEL SUFFICIENT*
- *Is cooperation with a company possible for team assignments?  
YES, EVEN PREFERRED BUT THE PRACTICALITIES MUST FIT*
- *Can I establish my own company in this track? NOT YET*
- *Do I get support for my own start-up? NO*

