

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Start-up Enterprises and Innovation Management
Name of the subject in English:	Start-up Enterprises and Innovation Management
Credit value of the subject:	3
The code of the subject in the electronic study system:	MN-STENTI-03-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Management
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

Startups and entrepreneurship are key drivers of our economy. The course in entrepreneurship is an activity utilized to communicate knowledge and information required for setting and running businesses. The course offers students a strong foundation in how to start and grow a business in a highly dynamic business environment equipping them with practical knowledge on key issues regarding innovation management and entrepreneurship. Following both a hands-on and multidisciplinary approach the program also introduces the efforts and actions of EU for fostering European innovation as well as includes the live possibility of personal meetings with experienced entrepreneurs, venture capitalists. The course also focuses on developing entrepreneurial skills and mindset for the students to handle changing circumstances in an uncertain world.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course provides a practical and systematic approach to exploring and evaluating the basic choices and steps that entrepreneurs need to make as they put their ideas into a reality. It focuses on issues of innovation, creativity and entrepreneurship. It leads the students through the entire process of creating a start-up from an idea. The course is targeted first of all to 'maybe' or 'wanna-be' entrepreneurs or 'early start' entrepreneurs, so anyone with an interest in becoming an entrepreneur or with a business idea wanting to turn it into a viable business opportunity or entrepreneurs who are already in the first phase of running their business but want to know more. Or simply for those ones who want to know more about the world of entrepreneurship and startups.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The students have to work on their own project during the course and at the end of the course they are required to present their own startup/business ideas in a professional way. (pre-exam = oral exam)

EVALUATION OF THE SUBJECT:

The course is provided in the way of lectures but it still requires the active participations of students (for instance filling in multiple choice quiz with time pressure in menti.com, etc.) Evaluation of grades are based on the business presentations made by the students.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Osterwalder, Alexander: *Business model generation : a handbook for visionaries, game changers, and challengers*. Wiley, 2010
- Ries, Eric: *The lean startup : how continuous innovation to create radically successful businesses*. Portfolio Penguin, 2011
- Peter Thiel: *Zero to One : Notes on Startups, or How to Build the Future*, Currency, 2014

RECOMMENDED READING LIST:

- Couros, George: *The innovator's mindset : empower learning, unleash talent, and lead a culture of creativity*. Dave Burgess Consulting, Inc., 2015
- Gallo, Carmine: *The innovation secrets of Steve Jobs : insanely different : principles for breakthrough success*. McGraw-Hill, 2011
- Harvard Business Review Press: *HBR's 10 Must Reads on Entrepreneurship and Startups*, Harvard Business Review Press, 2018