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| Faculty/Institute: | Faculty of Social and Economic Studies (FSE) |
| Course title: | **StartUp Business** |
| Course code: | KEMA/W0047 |
| ECTS: | 4 |
| Level of course: | Bachelor and master |
| Language of instruction: | English |
| Lectures/exercises: | online |
| Completion: | exam |
| Course goal: | The goal of the practically oriented subject is to introduce students to creative methods for business idea generation and business modelling. Students can either create and fine tune their own business idea, or simulate its generation and presentation in front of investors (pitch deck). Students also train team work and English. They can consult their projects with experts. The course is suitable also for students from other faculties and Erasmus students.<br>Team work oriented written assignment, team presentation of the outcome, active participation.<br><br>40 % for a Written project (business model with description, budget)<br>40 % for a Presentation<br>20 % for Attedance and Activity (+ bonuses for extra activity)<br>Extra bonus, e.g.: participation in a business ideas competition.<br><br>Grades:<br>60 % -74 % = 3 (D = 60 - 66; C= 67 - 74)<br>75 % - 88 % = 2 (B =75 - 88)<br>89 % -100 % = 1 (A)<br><br>Organising a distance learning during the pandemic measures:<br>The course is designed as practically oriented to get students acquainted with the tools of generating business ideas, creating a business model, its validation and investor presentation. Each exercise will take place: a) as part of a live online stream primarily using the Google Meet tool (alternatives are BigBlueButton, Zoom, MS Teams), or b) from a record available in e-learning (Moodle) directly or by the web link.<br><br>The course ends with a presentation (so-called investor pitch) of a team semester project, in which students prepare a business model for their startup. Most of the seminars will take the form of workshops, i.e. the learning the process of creating a business model with interactions with students. During the last week, students will present their projects.<br><br>To achieve the goals and learning outcomes more effectively, the exercise may include participation in specialized (online) events in cooperation with external corporate partners, such as a workshop |

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| | on Design Thinking in cooperation with Google, hackathons, innovation days (DEX-IC EIT Health Innovation Day), bootcamps, business ideas competitions etc. |
| | By connecting to a video call, students' attendance will be verified. There are supportive presentations in PDF / PPTX format, prepared in the Moodle e-learning environment, are prepared for each exercise, which will guide students through setting up a startup. There might be other complementary materials, such as thematic videos, podcasts, articles, etc., available to the given topics. These resources will be available for students for each module/topic in the Moodle e-learning environment or they will receive web links to their student e-mails. |
| | Consulting hours<br>Three options can be used: a) standard regular consultation hours, which will be listed on the department's website and in the teacher's calendar; (b) questions may be asked during and at the end of the live broadcast; c) individual "covid" consultations beyond the standard. The student can book these consultations at the time of standard teaching. Students interested in a consultation will communicate their interest in the consultation by booking in the teacher's Google Calendar. Subsequently, the student will receive an invitation from the calendar and a link to a video call in one of the video conferencing tools (primarily Google Meet). The consultation will not be recorded by the teacher and therefore, it will not be published. |
| Abstract: | 1. Course Introduction and Business Idea Generation<br>2. Personality Traits and Leadership<br>3. Role of Risk<br>4. Innovation and Technology Trends<br>5. Introduction to Business Modelling<br>6. Business Modelling II.<br>7. Business Modelling III.<br>8. Marketing and Segmentation<br>9. Financial Sources, Budget and Financial Plan<br>10. Human Resources<br>11. Formal and Legal Aspects<br>12. How to present/pitch<br>13. Final presentation - pitch, conclusions and feedback |