



## Syllabus

**Term:** 2025/26/1      **Subject name:** Introduction to Entrepreneurship      **Subject code:** B19GMC09E

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**Unit (Unit code)**      Department of Management Science (KMI)

**Lecturer responsible for the course:** Dr. BEDÓ Zsolt

**Requirement:** Term mark

**Classes per week :**

**Classes per term:**

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### **Purpose of education:**

The course aims at opening your creative part of your mind and also linking your imagination to real life business opportunities. We want you to be able to think further in situation when you pose a statement like: "How great it would be...". We equip you with a tool kit to generate new ideas with business potential, organize these ideas based on your own knowledge and skill set and also on environmental factors. You will also be provided with the means of formalizing these ideas for the business world to enable you to search for business partners or investors in the future.

### **Knowledge:**

- Business model development phases
- Environmental assessment criteria and tools
- Business idea validation and adjustment process
- Business Model Canvas development process
- Basics of marketing and communication plan development

### **Skills:**

- Formulating a value proposition and tailoring it to the target group
- Mapping market needs and user habits
- Creating an MVP and conducting market testing



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### Purpose of education:

- Presenting a project and applying pitch techniques
- Developing teamwork and interdisciplinary collaboration

### Contents:

0. Introduction – Getting to know the program, its goals, and the semester schedule. How can we build your business idea together?
1. Problem identification and opportunity recognition – How can everyday problems be turned into viable business ideas?
2. Value proposition and market – How can an idea be turned into a solution that others would want to use or buy?
3. Product-market fit, MVP creation and testing – How can you test your idea on a small scale, what makes a product appealing?
4. Sustainability and growth – How can you turn your idea into a viable long-term business? Revenue and development directions.
5. Customer engagement and marketing – How can you get people to know and love your idea? Conscious use of social media.
6. Financing options and financial resources – When will the project pay for itself, and what kind of support and investments can help you get started?
7. Presentation techniques and storytelling (pitch training) – How can you present your project effectively and confidently?
8. Final pitch – Closing presentation at iExpo, where you can present your idea to a real audience with your team.

### System of examing and valuation:

Group business plan (canvas, expanded material on the business model) – 15%

Supporting documentation (Bug list, MVP, Personas, Validation documents) – 30%

Weekly progress – 40%



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### System of examing and valuation:

iEXPO participation – 15%

During the exam period, the requirements for completion are giving a pitch presentation and submitting mid-year assignments.

In the case of an exam course, completion takes the form of a written report and/or presentation.

### Grading scale:

- excellent: above 85%
- good: 75.1–85.0%
- average: 65.1–75.0%
- satisfactory: 50.1–65.0%

### Bibliography:

Business Model Generation, written by Alexander Osterwalder & Yves Pigneur 2010, ISBN: 978-0470-87641-1

### Bibliography:

Jones (2010): Interdisciplinary Approach, Advantages, Disadvantages, and the Future Benefits of Interdisciplinary Studies, ESSAI Vol.7. Art. 26.

Orem, Binkert, Clancey (2011): Appreciative Coaching: A Positive Process for Change. Wiley and Sons.

Lessem and Schieffer (2011): Integral Research and Innovation. Gower Applied Business Research Publishing.

Bruce R. Barringer, Duane Ireland: Entrepreneurship, Global Edition, 5/E. Pearson, 2016.

Arthur C. Brooks: Social Entrepreneurship: A Modern Approach to Social Value Creation. Pearson, 2009.

Gerry George, Adam Bock: Inventing Entrepreneurs: Technology Innovators and their Entrepreneurial Journey. Pearson, 2009.

Donald F. Kuratko, Jeffrey S. Hornsby, Michael G. Goldsby: Innovation Acceleration: Transforming Organizational Thinking. Pearson, 2012.

Thomas H. Byers, Richard C. Dorf, Andrew J. Nelson: Technology Ventures From Idea to Enterprise. McGrawhill, 2010.

Drucker (1998): The discipline of innovation. Harvard Business Review.