



Syllabus

Term: 2025/26/2

Subject name: Simonyi Summer Social Entrepreneurship Program

Subject code: B19GMB10E

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

Lecturer responsible for the course: Dr. BEDÓ Zsolt

Requirement: Term mark

Classes per week : 0/4/0

Classes per term:

Purpose of education:

Entrepreneurial activity does not have to be motivated by profit generation, but by triggering social change in the world. Social entrepreneurs look for opportunities, problems if you will, that affect society but the solution does not carry significant monetary (profit) potential on the other hand does generate significant social change. Students throughout the course will learn about such social and environmental challenges that must be answered by someone in the form of a financially sustainable solution (product or service). Students teams will have the freedom of selecting a social problem to be solved with the application of the business model generation framework studied and applied in the Introduction to Entrepreneurship course. Beside the BMG method teams will implement the lean startup method in order to build concept that are validated and as a result carry the real life implementation potential.

Contents:

The discussion of topics is divided into the following ten chapters:

1. Introduction of the course, defining social entrepreneurial activity
2. Team formation, Discussion on the UN SDGs and examples
3. Opportunity seeking and recognition
4. Business Model generation revisited
5. Value proposition
6. Product – market fit
7. Minimum Viable Product
8. MVP testing, hypothesis testing
9. Revenue model and cost structure and scalability
10. Engaging your customers
11. Pitching your business concept

System of examining and valuation:

Group business model (50%) report
canvas, expanded material on the business model
one retake opportunity

Supporting documentation (30%) documents
Bug list, MVP, Personas, Validation documents
one retake opportunity



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System of examining and valuation:

Pitch (20%) oral
in the framework of the final pitch presentation even

Bibliography:

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