



# Introduction to Entrepreneurship

## General data

Course code:	B19GMC09E
ECTS credits:	3
Type of course:	general elective
Semester:	fall
Course restrictions:	-
Course leader (with availabilities):	<b>Zsolt Bedő, Dr.</b> <a href="mailto:bedo.zsolt@ktk.pte.hu">bedo.zsolt@ktk.pte.hu</a> +36 72 501 599/ 23436
Further lecturer(s) (with availabilities):	<b>Virgínia Balogh</b> <a href="mailto:Balogh.virginia@ktk.pte.hu">Balogh.virginia@ktk.pte.hu</a>

## 1. Description and aims

The module introduces students to the startup world, which shapes today's global economy to a great extent. Students will be exposed to real life challenges that they have to discover on their own in the process of opportunity seeking and recognition, complemented by the research of the latest trends in technology. Via this experiential learning method students will build their own startup business concept using state of the art methods, which also require them to step outside of their own comfort zone and to conduct business concept validation actions in the real life environment. It will be necessary for all participants to build the Minimum Viable Product version of the product or service that they think is valuable on the market not just to map out the business on paper.

## 2. Course Intended Learning Outcomes (CILOs)

Upon successful completion of this module, the student will be able to:

1. Understand the global startup world and its impact on the global economy. *(PILO1)*
2. Apply the method of opportunity seeking and recognition. *(PILO2)*
3. Apply the method of business model and value proposition generation method. *(PILO2)*
4. Analyze business opportunities that emerge from different socio-economic challenges. *(PILO4)*
5. Evaluate feedback from future users given to the MVP produced by students *(PILO3)*
6. Create product and service concepts that can serve as a base for venture capital inclusion into their startup business. *(PILO5)*
7. Pull together resources in order to succeed in the product and or service building process *(PILO5)*

*(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)*



### 3. Content, schedule

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

1. Introduction to the startup world
2. Team formation, opportunity seeking and recognition
3. Value proposition
4. Product – market fit
5. Minimum Viable Product
6. MVP testing, hypothesis testing
7. Profitability and scalability
8. Revenue model and cost structure
9. Engaging your customers
10. Pitching your business concept

### 4. Learning and teaching strategy, methodology

This module applies Experiential learning method, which implies that students are required to actively engage in the so called learning by doing activity. After understanding the concept of startups and the business model generation along with the lean methodology students have to start building their own business concept while experiencing the theoretical underlying in operation. Students have to engage with the stakeholders of the real life business environment to test their product, service and business concepts. Being able to gather information during these validation events and to be able to process, analyze the gathered information will be crucial to succeed. Students at the end of the course will have the opportunity to pitch their business idea to real life venture capitalist. If their concept is viable investors might provide further funding to take the business to the next phase.

### 5. Assessment

*Formative assessment elements:* Oral feedback on in-class activities, and on the weekly project progress.

*Summative assessment elements:*

Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Group business model	60%	report	canvas, expanded material on the business model	one retake opportunity	yes	1,2,6,7
Supporting documentation	20%	documents	Bug list, MVP, Personas, Validation documents	one retake opportunity	yes	1,2,3,4
Pitch	15%	oral	in the framework of the final pitch presentation event	non	yes	4, 5, 6



Class participation	5%			non	yes	6, 7
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\* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

## 6. Learning materials

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

Dan Senor and Saul Singer Start Up Nation, 2011.

Eric Ries: Lean Startup, 2010.

THE NUTS & BOLTS OF GREAT BUSINESS PLANS, Michael H. Morris

All templates and tutorial will be accessible in the <https://openup.pt.e.hu/feed> platform's project room.

HBR articles distributed during the semester

Further sources of information on the startup ecosystems:

<https://startupstash.com/>

<https://www.businessinsider.com/>

<https://www.entrepreneur.com/>

<https://yourstory.com/>

<https://startup.google.com/stories/>

<https://www.startupdeals.tech/>

<https://www.fundz.net/startup-companies-ultimate-guide>

<https://www.seedtable.com/>

<https://angel.co/>

<https://sifted.eu/>

<https://www.startupranking.com/>

<https://www.beststartup.co.uk/>

<https://500.co/>

<https://medium.com/startup-foundation-stories>

<https://startup.info/>

<https://www.forentrepreneurs.com/>

## 7. Further information

<b>International</b> aspects embedded with the course
Guest speakers are invited from other HEIs, where entrepreneurship development activities are intensive. E.g.: Ohio University, Babson College, Woxen University, University of Potsdam, etc.
<b>Ethics, Responsibility &amp; Sustainability (ERS)</b> aspects embedded with the course
Students are strongly encouraged to focus on the UN SDGs as the source of global problems when engaging in opportunity seeking and recognition exercises.
<b>Connections to the world of practice</b> of the course
Startups, CVs, representatives of incubators and accelerators are invited as guest speakers via online means. Also students are required to engage in real life market validation exercises within the framework of the course, which is a major part of their evaluation.



UNIVERSITY OF PÉCS  
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