SUBJECT DATASHEET

Innovation and Entrepreneurship (I&E) Basics

BMEGT20M402

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
Innovation and Entrepreneurship (I&E) Basics

ID (subject code) BMEGT20M402

Type of subject
contact lessons

Course types and lessons

Type	*Lessons*
Lecture	4
Practice	0
Laboratory	0

Type of assessment
term grade

Number of credits
5

Subject Coordinator

Name	*Position*	*Contact details*
Dr. Danyi Pál	associate professor	danyi.pal@gtk.bme.hu

Educational organisational unit for the subject
Department of Management and Business Economics

Subject website
https://edu.gtk.bme.hu

Language of the subject
angol - EN

Curricular role of the subject, recommended number of terms
Programme: **Elective subjects**
Subject Role: **Compulsory**
Recommended semester: **1**

Direct prerequisites

Strong	None
Weak	None
Parallel	None
Exclusion	None

Validity of the Subject Description
Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580427/8/2022. Valid from: 29.06.2022.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the subject is to prepare students to get to know successful innovative businesses (startups) and to be able to create such businesses themselves in the future. During the semester, students learn in detail the success criteria required for startups and early operation of innovative enterprises, including the conceptual framework and meth-odological tools of startup management. The course answers several important questions such as • Why is it worth establishing a business startup when there are plenty of job opportunities? (career challenge) • Why is it worth gaining entrepreneurial knowledge if you have not decided on starting a business yet? (intel-lectual challenge) • How to manage and operate a business if you want to launch one? (entrepreneurial challenge) • What should you know about marketing and market research to be successful with your product among cus-tomers? (product-market fit) The classes are held on the one hand by educational entrepreneurs, but on the other hand many successful domestic entrepreneurs, as guest speakers, also report on their experiences, market environment, challenges and joys of the “lifestyle” of entrepreneurship. The subject is supplemented by practical subjects Business Development Lab I and II (BMEGT20M403, BMEGT20M404), which deepen the theoretical lectures taught here.

Academic results

Knowledge

1. Know the types of businesses (startup, traditional enterprise models, service delivery, consulting, social enter-prise, etc.) and their different characteristics.
2. Knows the success criteria of innovative enterprises.
3. Know the commonly used conceptual framework of business operations, modern vocabulary (startup, valida-tion, product creation and sales, lean methodologies, pivot, pitching, etc.).
4. Know the methodological tools of founding startups and SMEs: business concept map, prototype, MVP, MVBP, exploratory market research, project management, risk analysis, financial calculations

Skills

1. Are able to differentiate between each business ideas which solutions requires.
2. Are able to decide how their own habitus, career goals relate to businesses.

Attitude

1. Collaborate with the instructor and fellow students to expand knowledge.
2. Proactively expand their knowledge through continuous acquisition of knowledge.
3. Read and recommend relevant articles and books, as extra-curriculum activity.

Independence and responsibility

1. Are able to independently evaluate the “goodness” of a business idea, its feasibility, profit-generating ability and expected effectiveness.
2. Openly accept substantiated critical remarks.

Teaching methodology

Lectures, oral communication. Individual work.

Materials supporting learning

- Curriculum and slides can be downloaded from the Moodle page related to the subject after the lectures. Moodle has business case studies and other educational resources. https://edu.gtk.bme.hu
- Main textbook: Laverty-Littel: Entrepeneurship, Opexstax. 2020. (Available: https://openstax.org/details/books/entrepreneurship)
- Blank, Steve (2005) Four Steps to the Epiphany. Successful Strategies for Products that Win. Cafepress.com
- Aulet, Bill (2013): Disciplined Entrepreneurship. 24 steps to a successful startup. Willey valamint: www.disciplinedentrepreneurship.com és http://www.detoolbox.com/
- Ries, Eric (2011): The Lean Startup, Crown Business, New York
- Savoia, Alberto (2011): Pretotype it, https://www.pretotyping.org/uploads/1/4/0/9/14099067/pretotype_it_2nd_pretotype_edition-2.pdf
- Fitzpatrick, Rob (2013): The Mom test. How to talk to customers & learn if your business is a good idea when eve-ryone is lying to you

- http://www.ted.com/talks/lang/eng/simon_sinek_how_great_leaders_inspire_action.html
- http://www.ted.com/talks/malcolm_gladwell_on_spaghetti_sauce.htm
- 12 Lessons Steve Jobs Taught Guy Kawasaki on youtube

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The aim of the course is to provide students a theoretical introduction to the fields of innovation, entrepreneurship, management and marketing, to let them understand the basic concepts. Assessments methods are primarily tests.

Performance assessment methods

Detailed description of assessments during the term: Each midterm test consists of two parts. The first part is about the concepts and basic knowledge of the given topic. Typically, this may consist of multiple choice tests, short-answer questions and tasks, and true/false questions, figure supplementations. The second part of the midterm test aims to assess more complex understanding of the topic through essays or short case studies, prob-lem solving tasks, or calculations. 30-60 minutes are available for writing a midterm. There
are no minimum scores for the individual tests. The condition of course completion is to achieve at least 51 percent of the total scores. During the academic semester it is possible to receive extra scores which will be automatically counted in case of reaching the minimum requirement of 50 scores.

Percentage of performance assessments, conducted during the study period, within the rating

- **1. partial performance evaluation (active participation)**: 50
- **2. partial performance evaluation (active participation)**: 50
- **TOTAL**: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	94
Very good	90-93
Good	77-89
Satisfactory	64-76
Pass	50-63
Fail	0-49

Retake and late completion

1) The date of retaking or making up midterms is: Week 14. 2) One of the midterm exams can be retaken or made up at the end of the semester. 3) Always the last achieved result is counted, even in case of grade deterioration. 4) The rewrite opportunity is considered only for students who have achieved at least a „Pass [E]”grade based on the result of the original midterms. 5) Please take into consideration
that there is no other option to obtain the grade except for the midterms and their retake occasions at specified time.

Coursework required for the completion of the subject

participation in contact lessons	48
preparing for the midterms	102
TOTAL	150

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 13.06.2022.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

Subject includes the topics detailed in the course syllabus to ensure learning outcomes listed under 2.2. can be achieved. Timing of the topics may be affected by calendar or other circumstances in each semester.

1 Introduction, basic concepts of management
2 Specifics of Planning
3 Sub-functions of Organizing
4 Organizational structure, life cycle models
5 Controlling function, decision-making capability
6 Entrepreneurship basics: problem-solution fit, value proposition, business model canvas, product-market fit, MVP, financial planning
7 Midterm test
8 Introduction to Marketing Management
9 Analysing Marketing Information
10 Consumer Markets and Consumer Buying Behaviour
11 Business Markets and Business Buyer Behaviour
12 Marketing Strategy, Competitive Strategies
13 Segmentation, Targeting, Positioning, 4 Ps
14 Midterm test

Additional lecturers

László Csíki	PhD hallgató
Dorottya Szemere	PhD hallgató

Approval and validity of subject requirements