



SUBJECT DATASHEET

Business Development Lab I

BMEGT20M403

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Business Development Lab I

ID (subject code)

BMEGT20M403

Type of subject

contact lessons

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	0
Practice	3
Laboratory	0

Type of assessment

term grade

Number of credits

4

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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

English - 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 Innovációs és vállalkozási alapok (BMEGT20M402)

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 subject is recommended for students who want to acquire up-to-date and practical knowledge of startups, business development and entrepreneurship, basic market research and marketing skills primarily from practical angle. Corporate Entrepreneurship/Intrapreneurship will also be part of the curriculum. The subject provides practical knowledge to those who - are planning to start their own startup or small business - are employees of an SME or a large company, but they consider it important to get to know entrepreneurship and spread the entrepreneurial attitude in their company. They will be the corporate entrepreneurs who will not start their own business, but will make the current corporate operation more efficient and flexible, adapting what they have learned. - want to stay in their current profession, but they plan to be a subcontractor of their current company or even their industry on an entrepreneurial basis, and they plan to build a gradually expanding business. Completion of the course requires active participation and project work, the vast majority of which takes place in teams. The focus will not be on traditional frontal presentation but on skill-level understanding of the curriculum and empirical knowledge transfer. With the involvement of invited speakers, mentors and experts, we also provide an opportunity to build a network in the startup ecosystem. Students can also gain up-to-date practical knowledge in the areas of market research and marketing of new products, business utilization of the idea, and pitch communication. The curriculum for the first semester focuses on exploratory market research, but includes all elements of the business startup process, from idea generation to team building to evaluating and pitching market research results. The content structure of the subject assumes that students will take the course of Innovation and Entrepreneurship (I&E) Basics (BMEGT20M402).

Academic results

Knowledge

1. Have the knowledge of the basic, comprehensive concepts, theories and connections of business development.
2. Have experienced the basic business startup methods, approaches and steps.
3. Became able to create a business concept individually
4. Learned how the startup world works.
5. On a practical level, have learned what intrapreneurship means.
6. Understood why exploratory market research is essential when starting a business.

Skills

1. Use the theories and methods learned, are able to critically review, evaluate and renew the start-up and development of his own company and enterprise.
2. Are able to make proposals for the development of a new corporate (internal) enterprise.
3. Are able to create a plan for starting and developing your business.
4. Have the ability to manage employees in their own business or company and work effectively with them to develop innovative products / services.
5. Have skills to give a professional pitch to experts and investors

Attitude

1. Will be receptive to starting new businesses.
2. Understand the market utilization (commercialization) of the innovative innovations of the 21st century in enterprises.

Independence and responsibility

1. Under general professional / mentoring supervision, learn and perform the specified tasks independently and in a team.
2. Actively participate in classes and project assignments.
3. Take responsibility for its analyzes, conclusions and decisions.

Teaching methodology

Project works in teams. Practical contact lectures. Invited lecturers. Theoretical knowledge from books materials at home. Application of IT tools and techniques during lectures and optional exercises individually.

Materials supporting learning

- 1. 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: Entrepreneurship, Opexstax. (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. Wiley valamint: www.disciplinedentrepreneurship.com és <http://www.detoobox.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 everyone 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 course requires continuous class presence and submitting assignments

Performance assessment methods

During the semester: Class participation and activity (20%) – assessed individually, discretionary assessment by lecturer. Project work and assignments to be submitted during semester: (50%) – assessed by teams (all team members will receive the same score. Pitching in teams participation (30%) – assessed by teams (all team members will receive the same score.

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

- Class participation and activity : 20
- Project work and assignments : 50
- Pitching in teams participation : 30
- Total: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	91
Very good	85-90
Good	75-84
Satisfactory	62-74
Pass	50-61
Fail	0-49

Retake and late completion

1) There is no individual minimum requirement for each midterm performance appraisal. 2) The projectwork not submitted by the deadline and the investor pitch at the end of the year cannot be replaced, the submitted task cannot be repaired. 3) If a student misses the investor pitch, it is provided opportunity to take an oral exam in examination term.

Coursework required for the completion of the subject

Participation in classroom sessions (practice)	39
Individual preparation for classroom session	13
Homework assignments individually and in teams	52
Pitching preparation and pitching	16
Total	120

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

When scheduling the course, these topic elements are determined according to calendar and other features.

- 1 Introduction, clarifying expectations. Startups and entrepreneurship.
- 2 Forming teams and identifying roles. Preliminary idea-brainstorming.
- 3 Idea generation. Team contract and workplan.
- 4 Business Concept Mapping (BCM) Value proposition. Problem-solution fit.
- 5 Exploratory market research planning
- 6 Market research execution 1: interviews
- 7 Market research execution 2: sharing experience
- 8 Product development preparation phase. Accomplishing prototype test
- 9 Revenue model and high level financial planning
- 10 Market research results, presentation.
- 11 Preparation for pitching with slides
- 12 Pitch presentation
- 13 Finalizing assignments. Feedback, lessons learned.

Additional lecturers

Dr. János Vecsenyi professor emeritus janos.vecsenyi@gmail.com

Viktor Borbély vendégelőadó vik.borbely@gmail.com

Edit Rubóczki vendégelőadó

Dorottya Szemere PhD hallgató

László Csíki PhD hallgató

Approval and validity of subject requirements