



# **SUBJECT DATASHEET**

## **Business Development Lab II**

### **BMEGT20M404**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

Business Development Lab II

### ID (subject code)

BMEGT20M404

### Type of subject

contact lessons

### Course types and lessons

| <i>Type</i> | <i>Lessons</i> |
|-------------|----------------|
| Lecture     | 0              |
| Practice    | 2              |
| Laboratory  | 0              |

### Type of assessment

term grade

### Number of credits

3

### Subject Coordinator

| <i>Name</i>   | <i>Position</i>     | <i>Contact details</i> |
|---------------|---------------------|------------------------|
| Dr. Danyi Oál | 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: **2**

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### Direct prerequisites

**Strong** BMEGT20M402 Innovation and Entrepreneurship (I&E) Basics, BMEGT20M403 Business Development Lab I

**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 content structure of the subject is a sequel to Business Development Lab I (BMEGT20M403), and assumes that students earlier passed the Innovation and Entrepreneurship (I&E) Basics (BMEGT20M402) subject. The subject is recommended for students who want to acquire deep 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.

### Academic results

#### Knowledge

1. Have detailed knowledge of business development.
2. Have mastered the business startup methods, approaches and steps.
3. Have capability of creating a business concept individually
4. Can navigate in the startup ecosystem.
5. Can foster intrapreneurship in a company on a practical level,
6. Can perform effective exploratory market research

#### Skills

1. Can 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. Can make proposals for the development of a new corporate (internal) enterprise.
3. Can 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 mastered the skill 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 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 their analyses, conclusions and decisions.

### Teaching methodology

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

### 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: Entrepreneurship, Opexstax. 2020. (Available: <https://openstax.org/details/books/entrepreneurship> )
- Blank, Steve (2005) Four Steps to the Epiphany. Successful Strategies for Products that Win. Cafe-press.com
- Aulet, Bill (2013): Disciplined Entrepreneurship. 24 steps to a successful startup. Wiley valamint: [www.disciplinedentrepreneurship.com](http://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](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/lang/eng/simon_sinek_how_great_leaders_inspire_action.html)
- [http://www.ted.com/talks/malcolm\\_gladwell\\_on\\_spaghetti\\_sauce.htm](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 to be submitted during semester: 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 performance appraisal. 2) The project work 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) | 26 |
| Individual preparation for classroom session   | 13 |
| Homework assignments individually and in teams | 39 |
| Pitching preparation and pitching              | 12 |
| Total  | 90 |

#### 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 Idea confirmation or pivoting. Teams, roles, organization, leadership.
- 2 Product development, Lean Startup
- 3 Marketing and sales plan I (target market, STP)
- 4 Marketing and sales plan II (ads, promotion)
- 5 Communication
- 6 Revenue plan and Pricing
- 7 Costs. Financial planning for 1 year and 5 years.
- 8 Investment and financing plan
- 9 Legal matters: IP, patenting
- 10 Corporate entrepreneurship and intrapreneurship
- 11 Preparation for pitching. Slide deck. One pager
- 12 Pitch presentation
- 13 Finalizing assignments. Feedback, lessons learned.

### Additional lecturers

Dr. János Vecsenyi professor emeritus [janos.vecsenyi@gmail.com](mailto:janos.vecsenyi@gmail.com)

Viktor Borbély vendégelőadó [vik.borbely@gmail.com](mailto:vik.borbely@gmail.com)

Edit Rubóczki vendégelőadó

Dorottya Szemere PhD hallgató

László Csíki PhD hallgató

### Approval and validity of subject requirements