



SUBJECT DATASHEET

Innovation and entrepreneurship study

BMEGT20M405

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Innovation and entrepreneurship study

ID (subject code)

BMEGT20M405

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

6

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: **3**

Direct prerequisites

Strong BMEGT20M402 Innovation and Entrepreneurship (I&E) Basics

Weak BMEGT20M403 Business Development Lab I, BMEGT20M404 Business Development Lab II

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 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. This course is part of the EIT Digital I&E Minor. The aim of the study is to prepare the students for being able • to apply, synthesize and evaluate their prior I&E related learning in a real business case, • to conduct business analysis, and to come to decisions in case studies, • to select appropriate concept/methods and tools for the analysis, • to present their results in a professional manner. The content structure of the subject assumes that students previously took the subject of Innovation and Entrepreneurship (I&E) Basics and the Business Development Lab I and II.

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 inventors.

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>)
- Kotler-Keller: Marketing management, Pearson.
- 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 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 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_spaggetti_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

Students are supposed to get deeply acquainted with the subject (selected business problem), accomplish literature survey, conduct analysis and submit a written report. The report should cover the following parts: challenge identification, concept acquisition, data collection, analysis and interpretation, conclusion. The instructor may ask teams to prepare an oral presentation at the end of the course. During the semester: Class participation and activity (30%) – 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.) Final Report submission (20%) – assessed by teams (all team members will receive the same score.) Students are supposed to work both independently and in team on their topics under the guidance of the supervisor. Supervisor is available during the scheduled class meetings, and at optional occasions based on mutual individual agreement.

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

- Class participation and activity: 30
- Project work and assignments to be submitted during semester: 50
- Final Report submission : 20
- 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) Submission of the final Report by teams is a requirement of fulfilling the subject.

Coursework required for the completion of the subject

Participation in classroom sessions (practice)	28
Individual preparation for classroom session	14
Homework assignments individually and in teams	126
Finalization of Report	12
Total	180

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.
- 2 Forming teams and identifying roles. Preliminary problem selection.
- 3 Selection of practical company problems
- 4 Finalizing work plan
- 5 Value Proposition. Business canvas.
- 6 Call/interview with business stakeholders
- 7 Market segmentation
- 8 Market research plan
- 9 Problem-solution fit vs Product-market fit
- 10 Pricing research techniques
- 11 Financial plan
- 12 Marketing plan vs Sales plan
- 13 Presentation of Report
- 14 Finalizing assignment. 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 Csiki PhD hallgató

Approval and validity of subject requirements