SUBJECT DATASHEET

Startup Management

BMEGT20V104

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
Startup Management

ID (subject code) BMEGT20V104

Type of subject
contact lessons

Course types and lessons

Type	*Lessons*
Lecture	0
Practice	3
Laboratory	0

Type of assessment
term grade

Number of credits
4

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
English -EN

Curricular role of the subject, recommended number of terms
Programme: **Elective subjects**
Subject Role: **Elective**
Recommended semester: **0**

Direct prerequisites

Strong	BMEGT20V100 – „Innovatív vállalkozások indítása és működtetése” c. tantárgy korábbi félév(ek)ben teljesítése - BMEGT20V100 - “Lauch and operations of innovative businesses” fullfilment of the subject in previous semesters
Weak	None
Parallel	BMEGT20V100 – „Innovatív vállalkozások indítása és működtetése” c. tantárgy folyó félévben való felvétele. - BMEGT20V100 - Lauch and operations of innovative businesses” admission of the subject in the current semes-ter
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 course is to prepare students to be able to create successful innovative enterprises (in short: startup). Students can come up with their own ideas or join in developing others'ideas. During the semester, students identify the product or a service worth developing and bringing to market, and develo-ping a detailed concept for starting and running their businesses. They work in teams within the framework of pro-ject work. By the end of the semester, teams will be able to implement their ideas at the "pretotype" level and validate them at the first level of the market. At the end of the semester, as part of the Pitch presentation (in short: pitch competition), the course allows teams to present their validated business concept to a jury of experts and investors to receive additional support to develop and market their product / service. The course complements the lectures of the course Starting and Operating Innovative Enterprises (BMEGT20V100) with practical classes, with the participation of educators and entrepreneur mentors, who have initiated the opportunity to practice and prepare in an inspiring environment.

Academic results

Knowledge

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

Skills

1. Are able to differentiate between each business ideas, which solution it requires.
2. Are able to realistically assess the resource requirements of starting a business.
3. Are able to decide whether his / her own habitus, career goals how relate to businesses.
4. Are able to apply the methodological tools of starting a business to increase the viability of the business.

Attitude

1. Collaborate with the instructor and fellow students to expand knowledge.
2. Are willing to work in a team, following the requirements of project work.
3. Proactively expand their knowledge through continuous acquisition of knowledge.
4. Are open to the use of information technology tools.

Independence and responsibility

1. Independently think through the tasks and problems assigned to them and solve them on the basis of given resources.
2. Are open to accept well-founded critical comments.
3. As a part of a team, they cooperate with their fellow students in solving the tasks, according to the team contract to be formed.

Teaching methodology

Primarily practice-oriented workshops, group discussions, invited speakers and mentors, homework, individual and group problem solving, case studies and market fieldwork.

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)
- Vecsenyi J., Pethető A.: Vállalkozz okosan!, HVG Kiadó, 2017. (compulsory material for Hungarians)
- 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 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%): Project work and assignments to be submitted: (50%) Pitching in teams participation (30%)

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

- **Class participation and activity**: 20
- **Project work and assignments to be submitted**: 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	90
Very good	85-89
Good	75-84
Satisfactory	62-74
Pass	50-61
Fail	0-49

Retake and late completion

The project work not submitted by the deadline and the investor pitch at the end of the year cannot be re-placed, the submitted task cannot be repaired. 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

1 Introduction, clarifying expectations. Startups and entrepreneurship.Forming teams and identifying roles. Preliminary idea-brainstorming.Idea generation. Team contract and workplan.Business Concept Mapping (BCM)Value proposition. Problem-solution fit.Exploratory market research planningMarket research execution 1: interviewsMarket research execution 2: sharing experienceProduct development preparation phase. Accomplishing pretotype testRevenue model and high-level financial planningMarket research results, presentation.Preparation for pitching with slidesPitch presentationFinalizing assignments. Feedback, lessons learned.

Additional lecturers

Dr Pal Danyi	Ass. Professor	danyi.pal@gtk.bme.hu
Dr Janos Vecsenyi	Prof Emeritus	janos.vecsenyi@gmail.com
Viktor Borbely	guest lecturer	vik.borbely@gmail.com
Dr Edit Ruboczki	guest lecturer	
Dorottya Szemere	PhD student	
Laszlo Csiki	PhD student	

Approval and validity of subject requirements