SUBJECT DATASHEET

FUNDAMENTALS OF INNOVATIVE ENTERPRISES BUILDING AN INNOVATIVE ENTERPRISE – WITHIN OR OUT OF THE ENTERPRISE)

BMEGT20ML79

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
FUNDAMENTALS OF INNOVATIVE ENTERPRISES BUILDING AN INNOVATIVE ENTERPRISE – WITHIN OR OUT OF THE ENTERPRISE)

ID (subject code) BMEGT20ML79

Type of subject
contact lessons

Course types and lessons

Type	*Lessons*
Lecture	1
Practice	1
Laboratory	0

Type of assessment
exam 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
magyar - HU

Curricular role of the subject, recommended number of terms
Programme: **MBA Master's Programme - Business Development and Innovation specialisation**
Subject Role: **Compulsory for the specialisation**
Recommended semester: **3**

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: 580005/7/2022. Valid from: 26.01.2022.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

Compulsory subject of the MBA programs's Business Development and Innovation is a specialization block The specialization is recommended for students who want to acquire up-to-date knowledge of business start-up, business development and innovation, both on a theoretical and practical level. Intrapreneurship will also be an important part of the curriculum. The subject (and specialization) provides answers to those who - are planning to start their own startup, but are still employed and uncertain about the viability or implementation of their idea, - are employees of an SME or a large company, but they consider it important to get to know 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 think that they will be suppliers of their current company or even their industry on an entrepreneurial basis, and on this basis they will build their gradually expanding business (developing the role of partner entrepreneurs, subcontractors) Completion of the course requires active participation and project work. In the main subjects of education, we focus not on the traditional frontal presentation, but on the skill-level understanding of the curriculum and the transfer and acceptance of empirical knowledge. With the involvement of invited speakers, mentors and experts involved in the education, in addition to gaining real, market knowledge, we also provide an opportunity to build industry relationships. In addition to business start-up knowledge, those interested can 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 content structure of the course assumes that the student will also listen to other subjects of the specialization.

Academic results

Knowledge

1. Have knowledge of the basic, comprehensive concepts, theories and connections of business development.
2. Have mastered the basic business start-up methods, approaches and steps.
3. Learned how the startup world works.
4. On a practical level, have learned what intraprenuership means.
5. Understood why exploratory market research is essential when starting a business.

Skills

1. Using 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.

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

- Kiadott oktatási segédletek
- Vecsenyi-Pethető: Vállalkozz okosan, HVG, 2017
- vallakozasindito.hu.
- Vállalkozásokról, startupokról szóló cikkek, esettanulmányok.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

A 2.2. pontban megfogalmazott tanulási eredmények értékelése önként vállalt házi feladatok, illetve vizsga alapján történik.

Performance assessment methods

A) Szorgalmi időszakban végzett teljesítményértékelések részletes leírása: Órai részvétel (20%): A hallgatók órai részvételét és aktivitását
az oktató(k) a szorgalmi időszak végén értékelik. Az elérhető max. pontszám 20. Házi feladatok (40%) teljesíthető a félév során kiadott témában: 4 beadandó házi feladat, mindegyik 10-10% B) Vizsgaidőszakban végzett teljesítményértékelés A vizsga elemei: 1. Pitch versenyen részvétel (30%) 2. One pager (vagy ÜKT) leadása (10%)

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

- **Órai részvétel**: 20%
- **Házi feladatok**: 40%
- **Összesen**: 60%

Percentage of exam elements within the rating

- **Szóbeli: Pitch versenyen részvétel** : 30%
- **Írásbeli: One pager** : 10%
- **Szorgalmi időszakban végzett teljesítményértékelések**: 60%
- **összesen**: 100%

Conditions for obtaining a signature, validity of the signature

Nincs aláírás megszerzési kötelezettség.

Issuing grades

Excellent	91-100
Very good	87,5–90
Good	75–87
Satisfactory	62–74,5
Pass	50–61,5
Fail	0-49

Retake and late completion

1) Az egyes évközi teljesítményértékelésekhez nem tartozik egyenkénti minimumkövetelmény. 2) A határidőre be nem adott projektfeladat
nem pótolható, ill. a beadott feladat nem javítható. 3) A vizsgateszt újbóli megírása, pótlása, javítása a mindenkor érvényes vizsgaszabályzat
szerint.

Coursework required for the completion of the subject

részvétel a kontakt tanórákon	12x2 = 24
felkészülés az órákra (elmélet)	12x2 = 24
Projektfeladat elkészítése	12x5 = 60
vizsga (pitch + one pager) felkészülés	40
vizsga (pitch)	2
összesen	150

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

A 2.2. pontban megfogalmazott tanulási eredmények eléréséhez a tantárgy a következő tematikai blokkokból áll.

1 Követelmények, célok. Vállalkozás és karrier típusok
2 Szerepek. Első vállalkozási ötlet
3 Market pull, Technology push
4 Üzleti koncepció térkép (Business Model Canvas)
5 Project charter, Go/No go döntés
6 Piackutatási terv elkészítés
7 Versenytárs- és iparágelemzés, értéklánc
8 Design Thinking, Lean Startup
9 Előzetes bevételi és költségterv, árazás
10 Piackutatási eredmények, beszámoló
11 Validált üzleti koncepció. Pitch elmélet és gyakorlás
12 Validációs pitch

Additional lecturers

Dr. Vecsenyi János	professor emeritus	janos.vecsenyi@gmail.com
Borbély Viktor	vendégelőadó	vik.borbely@gmail.com

Approval and validity of subject requirements