

Institute of Biomatics and Applied Artificial Intelligence			
Name of the subject:	Code of the subject:	Credits:	Weekly hours:
			lec   sem   lab
<b>Entrepreneurship</b>	NBVEN0HBNE		full-time   1   2
Responsible person for the subject: Prof Dr. Kornélia Lazányi			Classification: Professor
Subject lecturer(s):			
Prerequisites:			
Way of the assessment:		midterm mark	
Course description			
Goal:	The aim of the course is to enable students to establish small businesses and startups with the help of the Business Canvas model and to support them in making the relevant necessary basic decisions.		
Course description:	With the help of this course, students will be introduced to individual and group forms of creative decision-making and will be enabled to use all functionalities of the Business Canvas model, analysing the system of customers, services, channels, core competencies, resources, processes and partners, identifying relevant costs, revenue strategies and pricing techniques.		

Lecture schedule	
Education week	Topic
1.	Introduction to entrepreneurship
2.	Differences between start-ups and SMEs
3.	Introduction to the business canvas model
4.	Idea generation
5.	Customer segments
6.	UVP
7.	Sales generation
8.	Validation
9.	Communication with customers
10.	Outsourcing decisions
11.	Stakeholder perspective
12.	Cost structure
13.	Pitch
14.	Final presentations

Mid-term requirements	
Conditions for obtaining a mid-term grade/signature	Student participation in the lectures and seminars is required. All homeworks and the classroom test are required to be completed during the midterm.

Assessment schedule	
Education week	Topic
14.	Written report on the business project – 70% of grade
14.	Pitch – 30% of grade

Method used to calculate the <i>mid-term grade</i> (to be filled out only for subjects with mid-term grades)	
89%-100%	excellent (5)
76%-88%	good (4)
63%-75%	average (3)
51%-62%	satisfactory (2)

0%-50<%      failed (1)	
<b>Type of the replacement</b>	
Type of the replacement of written test/mid-term grade/signature	Retake is available in the first 10 days of the exam period.
<b>Type of the exam</b> (to be filled out only for subjects with exams)	
<b>Calculation of the exam mark</b> (to be filled only for subjects with exams)	
<b>Final grade calculation methods:</b>	
60% final submission 40% pitch	
<b>References</b>	
Obligatory:	Osterwalder - Pigneur: Business Model Generation Wiley, 1st edition (July 13, 2010) Trimi, S., & Berbegal-Mirabent, J. (2012). Business model innovation in entrepreneurship. International Entrepreneurship and Management Journal, 8(4), 449-465. Templates developed by the teacher on the mural.com platform
Recommended:	Muhtaroglu, F. C. P., Demir, S., Obalı, M., & Girgin, C. (2013, October). Business model canvas perspective on big data applications. In 2013 IEEE International Conference on Big Data (pp. 32-37). IEEE.
Other references:	