Obuda University John von Neumann Faculty of Informatics		*Institute of Biomatics and Applied Artificial Intelligence*		
Name and code: Entrepreneurship NBVEN0HBNE **Credits*: 4*** *Computer Science Engineering BSc*				
Responsible person of subject: Prof. Dr. Kornélia Lazányi				
Subject lecturers: Prof. Dr. Kornélia Lazányi				
Prerequisites (with code):	-			
Weekly hours:	Lecture: 1	Seminar.: 2	Lab. hours: 0	Consultation: 0
Way of assessment (exam or midterm grade):	midterm			
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*
Education week	*Topic*
1.	*Entrepreneurial self-assessment*
2.	*Global forces behind SME success*
3.	*Creation of groups – group role definition*
4.	*Creativity techniques – forced creativity*
5.	*Identifying the customer segment*
6.	*Matching customer needs and values*
7.	*Revenue streams and pricing*
8.	*Discussing validation results*
9.	*CRM and channels*
10.	*Key activities and resources*

11.	*Key partners*
12.	*Cost structure*
13.	*How to give a pitch*
14.	*Final presentations*

Midterm requirements

Student participation in the lectures and seminars is required.
All homeworks and the classroom test are required to be completed during the midterm.

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

Final grade calculation methods

Achieved result	Grade
89%-100%	excellent (5)
76%-88<%	good (4)
63%-75<%	average (3)
51%-62<%	satisfactory (2)
0%-50<%	failed (1)

Final grade = 0.5*theoretical test + 0.5*practice exam
A minimum of 50% must be achieved in each part.

Type of replacement

Report can be submitted later as a form of retake – pitch cannot be retold or presented later than the 14th week!

References

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:

Muhtaroğlu, 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.