

Title of course:	Startup Course – from idea to realization and implementation		
Course ID:	VE-HMT002		
Form of study:	Full time	Semester:	Fall and Spring
Professor's name:	Dr. Janos Harskuti	Academic title:	Associate professor
Hours per semester:	30 hours + individual project works	Credits:	6
Exam:	term mark	Pre-requisites:	-

Aim of the course:

Following the international trend, more and more young people think about starting their own company. Most of them think, having a good idea is all they need to be successful. There are few who see the failures before the success. All the hard work they have to put in market research, product development, business planning and sales pitches.

Participants and their groups will:

- Take part in interactive workshops; learn about success stories and things to avoid – all from people with personal experiences.
- Work through the complete process of starting a new business step by step. Finding their target group, identifying their competitors, building their business model, marketing and financial planning, and presentation techniques.
- At the end of the course they will present their business plan in front of an 'investment board' the members of which will be teachers and invited professionals.

Key professional partners:

Besides the faculty of the University, we work with well-known figures of the start-up world, and we invite successful start-up companies.

Course outline:

1. Introduction to the start up world and teambuilding workshop
2. The customer discovery model-How to find my customers, benchmark analysis.
3. "Business model canvas"
4. Marketing and financial basics
5. Pitch workshop and team consultation
6. Final presentations

Requirements and assessment:

Class participation is compulsory. Absence is accepted on only one occasion, in justified cases, on the condition of contacting the teacher beforehand.

The program is strongly interactive, with team work being its focus point. During the team work the effective cooperation is essential, so are the sufficient division of labor, and the meeting of the project deadlines. After each class homework is to be done and has to be submitted before next class starts.

During the program one can earn the maximum of 100 points:

45 points:	Individual and group participation, interactivity, timely submission of homeworks
45 points:	Final presentation – teachers and groups alike will rate the presentations
10 points:	Members of the group will rate each other on a 1-10 scale based on the group work and presentations.

Grading system

87-100:	A (5)
75-86:	B (4)
63-74:	C,D (3)
51-62:	E (2)
0-50:	F (1)

Compulsory and recommended literature:

- [Dan Senor & Saul Singer: Start-up Nation: The Story of Israel's Economic Miracle](#)
- [Steve Blank: Startup Owners Manual](#)
- [Ben Horowitz: The Hard Things About Hard Things](#)
- [Peter Thiel: Zero to One](#)
- [Eric Ries: The Lean Startup](#)

The presentations and other recommended readings will be uploaded to the ILIAS.