

# Syllabus

## Developing a New Venture

**A learning-by-doing opportunity to design, launch and/or develop your own venture for credits, under faculty supervision**

- **Instructor:** György Bógel, Professor, CEU and Gábor Baranyai, Adjunct Professor, CEU

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Office hours: by appointment

- **Credits:** 3 credits
- **Term:** Fall 2017-2018
- **Course level:** master
- **Prerequisites:** Having a background in business studies is an advantage but not required.

### Course description

This is a special, highly practice oriented out-of-classroom program adapted to the specific needs individuals and small teams. The goal is to provide students with the experience of planning, developing and building a real new venture. The learning would largely take place as a result of actually starting and/or scaling up a new venture (either *de novo* or *part of an existing organization*), as a founder or member of a startup team, under faculty supervision. The specific objective of this course is to develop and build a new for-profit or social venture

### Learning outcomes

- knowledge and skills for generating and evaluating venture ideas
- testing venture ideas in practice
- hands-on experience in designing and launching a new venture
- a good understanding of the venture lifecycle with a special emphasis on launching and scaling-up
- acquiring knowledge and skills necessary for preparing and implementing professional business plans
- understanding the way of thinking of potential investors, preparation for investment negotiations and working with investors

- understanding of entrepreneurial dilemmas in the first phases of a venture's life
- testing personal entrepreneurial ambitions and skills
- understanding of the lean startup methodology and the importance of validation, learning and testing validation techniques

## Reading list

Here are a few recommended readings:

- Timmons, J.A. & Spinelli, S. (2009): *New Venture Creation*. McGraw-Hill, Boston
- Draper, W.H. (2011): *The Startup Game*. Palgrave MacMillan, New York
- Thiel, P. (2015): *Zero to One*. Virgin
- Horowitz, B. (2014): *The Hard Thing about Hard Things*. HarperCollins Publishers, Sydney
- Ries, E. (2011): *The Lean Startup*. Crown Publishing, New York
- Aulet, B. (2013): *Disciplined Entrepreneurship*. John Wiley & Sons, Hoboken
- Wasserman, N. (2012): *The Founder's Dilemmas*. Princeton University Press. Princeton
- Koltai, S. R. (2016): *Peace through Entrepreneurship*. Brookings Institution Press, Washington D.

Other readings may be recommended by individual needs depending on the nature and the status of the specific ventures. Some recommended readings, planning templates etc. will be uploaded to Moodle.

## Assessment

Evaluation will be carried out by faculty members formally assigned to this course as part of their official teaching load. Requirements are to be discussed after idea registration and the first individual discussion. The basis of evaluation is learning experience. Grading will be pass or dropping the course. You are allowed to drop this course without any consequence (of course you will not get your credit in this case). If you don't finish your work in one semester you can register for the next one and continue working. Regular, efficient and transparent work is a general requirement.

## Course schedule

We suppose that all the registered students are interested in entrepreneurship, have exciting venture ideas or a real venture worth implementing or developing. We will not have regular classroom sessions, we intend to work with you individually or in small teams. You are allowed to work alone, organize small venture teams of 2-3 students working on the same idea, and you are also allowed to work with outsiders, as your business needs.

The first step after course registration is to register your venture idea. To do this, please use the venture registration form uploaded to Moodle. This document should not be longer than one page. When you are ready, please send it to Prof. György Bögel via e-mail ( [bogelgy@ceu.edu](mailto:bogelgy@ceu.edu) ). Don't upload it to Moodle, the documentation of your venture is confidential. These forms will help us to see what kind of ventures you want to work on, who you work with, and what is the present status of your venture.

When the form is received by us, we will contact you directly to discuss your plans and to decide what you have to do for your credits. Please don't forget, that the venture is yours, you have to be proactive, and we will try to be as flexible as possible in return.

Moodle is an important communication channel of this course, please visit it regularly.