**Syllabus**

**Course title: ENTREPRENEURSHIP AND INNOVATION**

**Instructor: Andrea Kozma**

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**Office: Vienna: by appointment**

**Credits: 2 US credits (4 ECTS credits)**

**Term: 6 sessions on Tuesdays, in Winter 2023-2024, February 20, 2023- March 25, 2023**

**Course level: Master’s**

**Prerequisites: None**

1. **COURSE DESCRIPTION**

In today’s technology driven economy the pace of change accelerates at an unprecedented rate. In highly uncertain environment new skills need to be developed to succeed. Entrepreneurial mindset is a set of skills that helps students to identify opportunities, to take actions and innovate.

In this practice focused, interactive course we will learn and practice entrepreneurial mindset. During the course students will work in teams, generate ideas and build a project using proven entrepreneurial frameworks. The course will provide an introduction to innovation and startup ecosystem stakeholders and fundraising options for early stage ventures. The course will focus on the entrepreneurial process and skill development and will use the course projects as „cases in points”. Successfull projects will have an accelerated path to the university startup incubator, the CEU InnovationsLab.

This course is recommended for (i) aspiring entrepreneurs, who would like to acquire skills to build a successful venture, (ii) aspiring professionals who anticipate high uncertainty problems that require different solutions, (iii) aspiring professionals interested in venture financing, (iv) aspiring researchers who intend to increase their capacity to identify problems worth solving, (v) aspiring professionals in governmental institutions and (vi) NGOs.

**2. LEARNING OUTCOMES**

**Key outcomes.** By the end of the course, students

* + will have generated 25+ innovation/business ideas
	+ understand the difference between low and high potential ideas
	+ prepare an inventory of resources at hand
	+ identify market and customer segments
	+ learn techniques to test and prove solutions
	+ identify team roles and responsibilities
	+ prepare an idea presentation and solution video
	+ navigate in the startup ecosystem
	+ make judgment about financing options

Focus will be on the process, not on the outcome. Participants will learn to manage uncertainty, build and test hypothesis and put the problem before the solution. Participants will be encouraged to build teams with diverse technical and personal skills and will be required to go out and talk to potential customers, gather feedback and integrate the learning into their solution.

**3. READING LIST**

All course materials will be distributed electronically on the CeuLearning website.

**Textbooks.** There is no required textbook. Recommended texts: (TBD)

**Databases.**

* <https://www.crunchbase.com/>
* <https://dealroom.co/>
* <https://www.eu-startups.com/directory/>
* <https://www.cbinsights.com/>

**4. TEACHING METHOD AND LEARNING ACTIVITIES**

The course will involve group project work and case studies. Specifically, learning objectives will be achieved through

* Student team formation
* Idea journal, generating and evaluating 25 ideas/team
* Team project
* Project presentation
* VC profiling
* Ecosystem profiling

**5. ASSESSMENT**

Grading will be based on the total score out of 100, in line with CEU’s standard grading guidelines

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| --- | --- |
|  | **CEU Grading system** |
| Grade | Name | Austrian equivalent (0-4 scale) | Points (0-4 scale) | Points (1-100 scale) | Credit |
| A | Outstanding | Excellent (1) | 4 | 100-96 | yes |
| A- | Excellent | Excellent (1) | 3.67 | 95-88 | yes |
| B+ | Good | Good (2) | 3.33 | 87-80 | yes |
| B | Fair | Satisfactory (3) | 3 | 79-71 | yes |
| B- | Satusfactory | Sufficient (4) | 2.67 | 70-3 | yes |
| C+ | Minimum Pass | Sufficient (4) | 2.33 | 62-58 | yes |
| F | Fail | Insufficient (5) | 0 | 57-0 | no |

**Grading**

|  |  |
| --- | --- |
| Idea Generation and Journal  | 20% |
| VC presentations | 15% |
| Ecosystem presentation | 15% |
| Group project  | 40% |
| Class participation and problem solving  | 10% |

**6. TECHNICAL REQUIREMENTS**

Students are advised to bring their laptops to class.

**7. TOPIC OUTLINE AND SCHEDULE**

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| --- | --- | --- | --- |
| **Session**  | **Dates** | **Topics**  | **Readings**  |
| 1 | February 2013:30-15:10 | * Class introduction and overview,
* team forming – role play
* intro to entrepreneurship
* entrepreneurial motivation
 | Readings on CeuLearning ​ |
| 2 | February 2015:40- 17:20 | * intro to idea generation
* idea generation in class using worksheet

**Homework:** generate and evaluate 25 ideas – chose the idea you will be working on during the course |  |
| 3 | February 2713:30-15:10 | * discuss chosen project ideas
* how can we test ideas?
* identify your market and target customer
 | Project template on CeuLearning  |
| 4 | February 2715:40- 17:20 | * talking to customers
* customer interviewing questions: use worksheet
* role play: how to ask good open ended questions

Guest speaker**HW**: interview 25 potential customers and summarize findings |  |
| 5  | March 513:30-15:10 | ​ MVP building* low-code no code solutions
* cheap ways to test your market
* experimenting with Marvel in the class
 | Reading: on CEU Learning |
| 6 | March 515:40- 17:20 | ​ Guest speaker – startup case study**HW**: build your MVP with Marvel or other tools | ​ |
| 7 | March 1213:30-15:10 | ​ **Partnerships and Ecosystems*** Ecosystems as hubs for innovation
* Leveraging shared resources and infrastructure (co-working spaces, accelerators)
* The significance of mentorship in guiding early-stage startups
 | ​GEM reports on CEU eLearning |
| 8 | March 1215:40- 17:20 | Guest speaker: Austrian startup ecosystem**HW:** prepare 5 slides about the assigned startup ecosystem |  |
| 9 | March 1913:30-15:10 | * startup financing
* how your project makes money?
* startup revenue models
* Sources of startup funding (bootstrapping, angel investors, venture capital)

**HW:** - presentation and explanation of the business model chosen for your project* prepare 3 slides about your chosen VC firm
 | Reading on CEU eLearning |
| 10  | March 1915:40- 17:20 | ​**Guest speaker:** How VC firms make investment decisions, what industry, what stage they focus and why (fund size), what are their investment terms – what is a good startup – VC relationship like? | ​ |
| 11 | March 2613:30-15:10 | Team presentations : ​Ecosystem and VC profiling presentations​ |  |
| 12 | March 2615:40- 17:20 | Team project presentations |  |

**8. SHORT BIO OF THE INSTRUCTOR**

Kozma is the co-founder of STRT Holding, a publicly traded angel fund in Hungary, where she leads the STRT Launchpad incubation program and is responsible for mentoring portfolio companies.

Prior to STRT, she founded and directed CEU InnovationsLab (iLab) the leading University associated business incubator in the CEE, which was awarded the Best Incubator in Hungary in 2017. At CEU InnovationsLab Kozma mentored 85 startups in 7 years. At STRT she launched the first incubation program in September 2023. STRT made 25 investments last year. Prior to CEU Kozma worked at various global corporations in Hungary and in the UK. Kozma is regularly invited as guest mentor in various Pan-European, corporate and global startup events, hackathons, mentor programs, as well as to act as jury member in startup competitions and awards.

Dr Kozma is a double CEU alumna, she is an MBA and holds an LLM in International Business Law.  She holds a London Business School certificate in Corporate Finance, an Entrepreneurial Mindshift Certificate from Babson College, USA and an INSEAD Certificate in the Innovation in the Age of Disruption.