**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 Thursdays, in Winter 2024-2025, February 20, 2025- March 27, 2025**

**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”. Successful 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

|  | **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**

| **Quiz results** | **15%** |
| --- | --- |
| **Idea Generation and Journal**  | **5%** |
| **HW reading presentations (2)** | **10%** |
| **VC presentation** | **15%** |
| **Ecosystem presentation** | **15%** |
| **Group project**  | **25%** |
| **Class participation and problem solving**  | **15%** |

**6. TECHNICAL REQUIREMENTS**

Students are advised to bring their laptops to class.

**7. TOPIC OUTLINE AND SCHEDULE**

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

**Homework:** generate and evaluate 25 more ideas – choose the idea you will be working on during the course. Read assigned product-market fit reading, each team to prepare presentation about their product market fit, based on interviews conducted with 10 potential customers and summarize findings | Project template on CeuLearning  |
| 3 | February 2713:30-15:10 | **Theme: product market fit*** in- class Quiz from assigned product-market-fit reading
* Class discussion about product-market fit based on assigned reading
* talking to customers
* customer interviewing questions: use worksheet
* role play: how to ask good open ended questions
 | Readings on CeuLearning ​ |
| 4 | February 2715:40- 17:20 | In class presentations of your product market fit testing methods using assigned reading materials* Goal: identify your market and target customer

**HW**: assigned MVP reading, each team to prepare presentation showing their project MVP, explain value proposition, functionality, customer segment, review competition, why and why now is the right moment for your project  |  |
| 5  | March 513:30-15:10 | ​ Theme: MVP building* in- class Quiz from assigned MVP Building reading materials
* class discussion about MVP building based on reading assignment
* low-code no code solutions
* cheap ways to test your market
* experimenting with Marvel in the class
 | Reading: ​GEM reports on CEU eLearning |
| 6 | March 515:40- 17:20 | ​ In class presentations of your chosen MVP using assigned reading materials**HW:** readassigned Startup Ecosystem materials, each team to prepare 5 slides presentation for next class reviewing the selected startup ecosystem | ​ |
| 7 | March 1213:30-15:10 | ​**Theme: Partnerships and Ecosystems - Visit to Startup House*** in- class Quiz from assigned Startup Ecosystem reading materials
* class discussion about startup ecosystems

**Goal:** * Understanding Startup Ecosystems as hubs for innovation
* Leveraging shared resources and infrastructure (co-working spaces, accelerators)
* The significance of mentorship in guiding early-stage startups

Guest speaker – startup case study |  |
| 8 | March 1215:40- 17:20 | Team presentations of selected ecosystems**HW:**assigned Startup financing reading, each team to prepare 5 slides presentation for next class reviewing the selected VC firm  |  |
| 9 | March 1913:30-15:10 | **Theme: startup financing** * in- class Quiz from assigned VC financing reading materials
* class discussion about VC Financing based on reading assignment

**Goal:*** how your project makes money?
* startup revenue models
* Sources of startup funding (bootstrapping, angel investors, venture capital)

**HW:** Finalize your Project Team presentations - 10 min each team - each team member to present at least 3 slides | 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 2613:30-17:20 | Team project presentations in front of a jury: ​ 10 min each team followed by QAClass voting on investment sizes for each projectRetro: What did we learn? |  |

**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.