Course description (topics)

Title of the course: Hungarian Startup University Program

Tutors of the course, contact details: Andrea Schmidt, schmidt@mome.hu

Code: B-SZ-401-A-20222301-01	Related curriculum (programme/level):	Recommended semester within the curriculum: BA: 2-5, MA: 1-4	Credit: 5	Number of class hours: Student working hours: e-learning
Related codes M-SZ-301-A-20222301-01 M-SZ-E_101-A-232401	Type: (seminar/lecture/class work/consultation, etc.) e-learning	Can it be an elective course? yes	In case of elective what are the specific prerequisites: -	

Course connections (prerequisites, parallelisms):
You can only participate in the HSUP programme once, regardless of your level of study (It is not possible for a student to complete it on both BA and MA levels.).

Aim and principles of the course:
The Hungarian Startup University Program is Hungary's first higher education level, two-semester e-learning startup course in English. The first semester focuses on innovative thinking and learning about the startup world, while in the second semester students acquire practical knowledge about building a company. At the end of the first semester students will produce a one-pager on their business idea in addition to taking an exam. During the second semester, if they are selected by their university, they will work on the proposed project with the support of the Hungarian Innovation Agency. The most outstanding students who completed the second semester will have the opportunity to present their business ideas and MVPs (Minimal Viable Products) to investors. The programme starts with the completion of a team role test, based on which the students should complete their training, according to the proposed roles that would match them as founders in the startup world.

Learning outcomes (professional and general competences to be developed):
Knowledge:
- The student knows the actors of the innovation and startup ecosystem and the relationships between them
- Understands the basic concepts of the startup world, understands the difference between SMEs (Small and medium-sized enterprises) and startups
- Understands the different types of startups
- Deeply understands the importance of a solution-oriented, innovative mindset
- The student understands the characteristics, key stages, tools and methods of building a startup business (business canvas model, pitch deck, etc.)

Abilities:
- The student can identify the interrelationships between actors in the innovation ecosystem
- Can identify the characteristics of the startup ecosystem

- Can identify the factors that determine the functioning of a business
- Applies a solution-oriented mindset
- Can identify micro- and macro-economic processes that may influence the development of an innovative idea

Attitude:
- The student is open to solving real problems that require a global, complex approach
- Open to working with actors of the ecosystem
- Open to an entrepreneurial approach
- Proactive in the continuous development of his/her personal learning path
- Committed to further develop his/her knowledge and take the project results forward

Topics and themes to be covered in the course:
First Semester's Modul Description

1st modul: Idea validation

In the first module, we're going to talk about idea generation and techniques of identifying viable business ideas. We'll help you to research and validate existing ideas and show you the way to make sense of all the information and feedback you'll gather along the way.

2nd modul: Market research & Product development

In the second module, we'll cover important topics such as: understanding the fundamentals of market research, examining how to pinpoint your target audience and create customer personas. We'll explore the competitive landscape and have a better understanding of the concepts of lean startup methodology. We'll craft your unique value proposition, map out the customer journey and learn the basics of prototyping and testing.

3rd modul: Marketing

Marketing is an ever-developing domain especially with the acceleration of the digital world. Many people confuse marketing to be one and the same with advertising, while that's only a small part of the puzzle. Within this module, we will define marketing and touch on the wide range of domains it encompasses. Most importantly, we will drive the message home that marketing touches all aspects of a business and is part of the full customer journey; from beginning to end. We'll close by exploring the 4 Ps of marketing.

4th modul: Sales strategy, business models

The module introduces sales strategies most suitable for various business models, product, or service types, along with metrics to measure success. In the second half of the module we explore different variations of business models and when to choose each one.

5th modul: Financial planning

In this module we'll learn about the first steps to take when starting a new company, we delve into the various taxes and focus on the forms of financing. We'll then take an in-depth look at business loans, the present value for money and the financial ratios.

6th modul: Basics of Legal and HR

In this module we'll cover the legal and HR basics. In the first part of the module, we'll dive into the role of HR in startup operations, and we'll see the strategies for building your dream team. We'll help you to understand the administrative and legal aspects of employment. The second part of the module will cover the legal basics, in more detail: the legal awareness and preventative measures, the best way to set up a company and topics such as GDPR, contracts and GTC (Good 'til Cancelled).

7th modul: Introduction to the startup world (roundtable discussion)

Congratulations on completing the first semester of the Hungarian Startup University Program, the stepping stone of you becoming an entrepreneur! There's no doubt you have an exciting journey in front of you. But what does it really take to become an entrepreneur? Are there any personality traits you need to have? How should you treat success and more importantly, failure? What is the best advice to make it? We invited successful entrepreneurs to share their experiences about all the above. Excited? Let's dig in!

Specificities of process organisation / organisation of learning:

Through written material, videos and podcasts, the course will give students an insight into the world of innovation and startups, entirely online. HSUP's web application can be used from a laptop, mobile phone or any device that is convenient for the student.
Course structure, individual sessions and their timing

Students' tasks and responsibilities:
To successfully complete the semester, each student must upload a self-made one-pager document, in accordance with the formal and content requirements, and must complete a test for each of the seven modules at least at a satisfactory level.
Students will complete a test at the end of each module to provide feedback on progress. The results of the end-of-module tests will determine the end-of-course mark. The test questions are based on scenarios generated by the system.

Students contribute to the development of MOME's e-learning platform and participate in its testing.

Learning environment (e.g. classroom, studio, off-site, online, in-company placement):
e-learning

Assessment:

The final grade for the semester is determined by the average of the module closing tests and the grade received for the one-pager. The grade received for the modules and the one-pager based

on the following percentage distribution Score achieved
Grades
0   60   1
61   70   2
71   80   3
81   90   4
91   100   5

Required Literature:
The compulsory literature for the course is available on the e-learning platform, as well as the shared videos and audio material.
Recommended Literature:
The recommended literature for the course is the written material made available as bonus content on the e-learning platform, together with shared videos and audio material.

Other information:

Recognition of knowledge acquired elsewhere/previously,or according to validation principle:
- <u>No exemption from attending and completing the course will be granted,</u>   - Exemptions from the acquisition of certain competences and the completion of certain tasks may be granted,   - some tasks may be replaced by other activities,   - full exemption may be granted.

Out-of-class consultation times and location
by prior arrangement via e-mail