

## **HSUP Semester I.**

**Course title:** HSUP I. Hungarian Startup University Program

**Course description, purpose of training:**

The aim of the course is for students to acquire a solution-centered mindset and to get acquainted with the world of startups along with the innovation ecosystem surrounding it. By completing the course students will understand the operating guidelines of enterprises, the characteristics, most important stages and the tools and methods of building startup businesses.

**Topics covered:**

1. Introduction to the startup world
2. Idea generation
3. Market research and product development
4. Marketing funds (4P), pitch
5. Sales strategy, business models
6. Financial Planning
7. Legal and human resource management basics

**Learning outcomes:**

Students become familiar with the actors of the innovation and startup ecosystem and the relationships between them. They understand the difference between SMEs and startups, the operating guidelines of businesses and the importance of a solution-oriented, innovative mindset. Students also learn the features, key stages, tools and methods of building startups.

**Course prerequisites:**

Enrolled students with active student status can apply regardless of their level of training and type of work schedule (BSc, MSc, undivided, PhD; full-time, evening or correspondence).

**Required and recommended reading:**

The mandatory reading of the course is the literature available on the e-learning platform, as well as the shared videos and audio materials.

The recommended literature of the course is comprised of written materials, shared videos and audio materials made available as bonus learning materials on the e-learning platform.

**Teaching method:**

E-learning

**Mid-term assessments:**

7 module closing exams until the end of the semester

### **Assignments to be submitted:**

One-pager – the presentation of a business idea in the length of one page to be submitted by the end of the study period of the semester.

Video pitch (optional) - a 3-minute short video about your business idea to be submitted until the end of the study period of the semester. Students submitting videos alongside the one-pager will be ranked higher in the institutional ranking of supported project ideas to be selected for the second semester.

### **Final assessment and grading:**

Students receive recommended grades based on the average score achieved at the end-of-module exams. The content of the one-pager will not be evaluated, so it will not count towards the grade, but it must be present and uploaded according to the predefined structure.

The submission (or non-submission) of the optional video pitch does not affect the grade; the course only requires the successful completion of the module closing exams and the submission of a one-pager.

Points		Grade
0	60	1
61	70	2
71	80	3
81	90	4
91	100	5

### **Detailed description of learning outcomes:**

#### **(a) Knowledge**

- Students are familiar with the actors of the innovation and startup ecosystem and the relationships between them,
- They are also familiar with the basic concepts of the startup world and understand the difference between SMEs and startups
- They get acquainted with the guidelines of operating a business
- They gain an in-depth understanding of the importance of a solution-centered, innovative way of thinking
- They understand the features, key stages, tools and methods of building startups (business canvas model, pitch deck making, etc.)

#### **(b) Abilities**

- Ability to identify the relationships between the actors of the innovation ecosystem
- Ability to properly use the concepts and tools of the startup ecosystem
- Ability to identify factors that determine the operation of businesses

- Ability to apply a solution-centered mindset
- Ability to recognize micro- and macro-economic processes that may influence the development of an innovative idea

**(c) Attitude**

- Students are open to solving real-world problems that require a global, complex approach
- Open to cooperation with the actors of the ecosystem
- More open to entrepreneurship and the entrepreneurial mindset
- Students proactively approach the improvement of their personal learning path
- Students are committed to further developing their knowledge and project results and continuing them as a business

**(d) Autonomy and responsibility**

- Students are able to independently interpret the relationships between the actors of the innovation and startup ecosystem