

# Syllabus

<b>Course title:</b>	<b>ENTREPRENEURSHIP AND INNOVATION</b>
<b>Instructor:</b>	<b>Andrea Kozma</b>
<b>Tel:</b>	<b>+36 20 962 7190 (mobile)</b>
<b>Email:</b>	<b>Kozmaa@ceu.edu</b>
<b>Office hours:</b>	by appointment
<b>Credits:</b>	2 US credits (4 ECTS credits)
<b>Term:</b>	6 sessions on Tuesdays, in Winter 2022-2023, February 21, 2023- March 28, 2023
<b>Course level:</b>	Master's
<b>Prerequisites:</b>	None
<b>Course drop:</b>	As described by the MS in Finance and Ms Business Analytics Regulations

## 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 50+ 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 finding videos
- Idea journal, generating and evaluating 100 ideas/team
- Team project
- Project presentation
- VC profiling
- Ecosystem profiling
- Simulation games: The Foodtruck Challenge and Venture Blocks

## 5. ASSESSMENT

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

Grade	CEU Grading system				
	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-	Satisfactory	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

Ses sio n	Dates	Topics	Readings
1	February 21 13:30-15:10	Class introduction and overview, TEAM building	Readings on CeuLearning GEM – country assignments VC review worksheet
2	February 21 15:40- 17:20	You the entrepreneur: Identify-Discover	
3	February 28 13:30-15:10	You the entrepreneur: Enhance - Anticipate	Worksheets on CeuLearning
4	February 28 15:40- 17:20	You the entrepreneur: Target - Evaluate	
5	March 7 13:30-15:10	You the entrepreneur: Simulation Game: Venture Blocks – Team Play	Instructions and team links on CeuLearning
6	March 7 15:40- 17:20	You the entrepreneur: Simulation Game: Venture Blocks – Team Discussion	Start your VC research project
7	March 14 13:30-15:10	You the entrepreneur: Simulation Game: Food Truck Challenge – Team Play	Instruction on CeuLearning
8	March 14 15:40- 17:20	You the entrepreneur: Simulation Game: Food Truck Challenge – Team Discussion	Read your country GEM Report – prepare your country slide
9	March 21 13:30-15:10	You the entrepreneur: The Startup Ecosystem	
10	March 21 15:40- 17:20	You the investor: The Fundraising landscape	Readings on CeuLearning

11	March 28 13:30-15:10	Team presentations : Role play You the entrepreneur: startup presentation: You the investor: VC profiling presentations	
12	March 28 15:40- 17:20	Team project presentations	

## 8. SHORT BIO OF THE INSTRUCTOR

Dr. Kozma is the founder and Director of CEU InnovationsLab (iLab) the leading University associated business incubator in the CEE, which was awarded the Best Incubator in Hungary in 2017. Kozma designed a method to generate, screen, co-develop and mentor projects for commercialization. The iLab method integrates CEU academic programs and the early stage venture development process via student internships, joint iLab and Department programs and actively pursues learning opportunities for young startups building on the university's various master programs while offering a learning-by-doing platform for master and bachelor students. Kozma is regularly invited as a guest mentor in various Pan-European, corporate and global hackathons, and mentor programs, as well as a jury member in startup competitions and awards.

Dr. Kozma is a double CEU alumna, she holds an LLM in International Business Law and an MBA. She holds a London Business School certificate in Corporate Finance, an Entrepreneurial Mindshift Certificate from Babson College, USA and an INSEAD Certificate in Innovation in the Age of Disruption. Kozma is currently pursuing her PhD at VU Amsterdam, her research area is early-stage venture development and venture incubation.