

<b>Subject name:</b> <b>Start-up Enterprises</b>		<b>NEPTUN code:</b> AMISUNKTNE	<b>Weekly hours:</b> 2 lec + 0 gs + 0 lab
<b>Credit:</b> 2 <b>Requirement:</b> Midterm note		<b>Prerequisites:</b> -	
<b>Subject leader:</b> Petóné Dr. Csuka Ildikó	<b>Position:</b> Assis.Prof.	<b>Faculty and Institute:</b> Óbuda University, Alba Regia Technical Faculty, Institute of Engineering	
<b>Process of evaluation and control:</b> Case studies, tests in E-learning system, oral exam			
<b>Description of the subject:</b>			
<p>The course aims to familiarize students with the establishment terms of enterprises based on innovative idea. Students can get acquainted how an innovative idea can be transformed into an enterprise satisfying market demand: from market-analysis through business planning by the improvement of the product or service that is suitable for putting on the market until the execution of the project. In the frame of this subject students can pick up the most important phases of this process: after the market research, the searching method of investors and the effective communication to consumers about the novelty of the product/service, how to build up a brand, the main chapters of a business plan, the opportunities of acquisition of financial and human resources. The students can get acquainted how to operate a start-up enterprise successfully and will be able to judge right the realization-opportunities of innovative ideas and to execute the management tasks of the innovation.</p> <p>The students will be able to recognize ideas developable to a business and to see through the reality of the viability interdisciplinary and their ability of risk assessment can improve also. Students acquire the bases of the problem-orientated communication and the bases of innovation management which can improve their entrepreneur attitude.</p>			
<b>Bibliography:</b>			
<ol style="list-style-type: none"> <li>1. Ryan Allis (2016) : The Startup Guide – Creating a better world by entrepreneurship</li> <li>2. David N. Feldman (2013): The Entrepreneur's Growth Startup Handbook: 7 Secrets to Venture Funding and Successful Growth Hardcover</li> </ol>			