

<b>Óbuda University</b> <b>Alba Regia Technical Faculty</b>	
<b>Subject name and code:</b> Start-up Enterprises AMKSE0KBNE	<b>Credit: 3</b>
Full-time course Semester 2nd 2022/2023.	
<b>Lecturer:</b>	Petőné Dr. Csuka Ildikó
<b>Prerequisites:</b>	no
<b>Weekly hours:</b>	full time e-learning course 0 lectures+2 seminar+0 lab
<b>Requirements:</b>	mid-year degree
<b>Way of assessment:</b> In order to receive the mid-year degree the students have to answer the questions after each topic and they have to prepare and upload the business plan workbook and their business plan. They have to write a final written exam and have to achieve at least 50% of the points.	
<b>Subject description:</b> The course aims to familiarize students with the establishment terms of enterprises based on an 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 the main chapters of a business plan, the opportunities of acquisition of financial and human resources. The students can get acquainted how to operate an enterprise successfully and will be able to judge right the real opportunities of innovative ideas and to execute the management tasks of the innovation.	
<b>Topics:</b>	
<ol style="list-style-type: none"> <li>1. Introduction into business (the purpose of this subject)</li> <li>2. Topic: Business, business enterprises, resources, business concept</li> <li>3. Topic: Basic forms of business organization</li> <li>4. Topic: Fundamentals of business plan</li> <li>5. Topic: Business plan process and Types of business plan</li> <li>6. Topic: Products and services</li> <li>7. Topic: Industry overview</li> <li>8. Topic: Competitive advantages and pricing strategy</li> <li>9. Topic: Marketing Strategy, Marketing Plan</li> <li>10. Topic: Operation Plan and Management team</li> <li>11. Topic: Financial Plan</li> <li>12. Topic: Final thoughts of planning, Summary of Business Plan</li> <li>13. Week: Final Written Business Plan uploaded to the Moodle and Presentations of the Business Plan</li> </ol> <p>Final Exam</p>	
<b>Bibliography:</b>	
<p>online material</p> <p>Colin Barrow, Paul Barrow, Robert Brown (2012): The Business Plan Workbook, Kogan Page</p> <p>Gerald A. Cole (2003): Strategic Management, Cengage Learning EMEA</p>	