

Courses taught in foreign languages and offered to all incoming students in academic year 2021/22

Winter term

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	StartUp Business
Course code:	KEMA/W0047
ECTS:	4
Level of course:	Bachelor and master
Teacher:	Ing. Tomáš Siviček, Ph.D.
Term:	winter
Language of instruction:	English
Lectures/exercises:	2/0 per week
Completion:	exam
Course goal:	The goal of the practically oriented subject is to introduce students to creative methods for business idea generation and business modelling. Students can either create and fine tune their own business idea, or simulate its generation and presentation in front of investors (pitch deck). Students also train team work and English. They can consult their projects with experts. The course is suitable also for students from other faculties and Erasmus students.
Abstract:	<ol style="list-style-type: none"> 1. Course Introduction 2. Personality Traits and Leadership 3. Role of Risk 4. Innovation and Technology Trends 5. Business Idea Generation 6. Introduction to Business Modelling 7. Business Modelling II. 8. Business Modelling III. 9. Marketing and Segmentation 10. Financial Sources, Budget and Financial Plan 11. Human Resources 12. Formal and Legal Aspects 13. How to present/pitch