

Summer University Warsaw 2019 – SGH

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Course title: Startup Entrepreneurship

Duration: 28 contact hours

Objectives:

The main objective of the course is to share knowledge necessary for running own ventures in rapidly changing environment in which new technologies play a key role. The curriculum includes the issues of developing your own innovative business from the strategic, technological, product, financial, team management, legal and personal development perspectives.

The program of the course:

1. Entrepreneurs and technologies of the future
2. Entrepreneurial mindset and entrepreneurial action
3. Business environment analysis and business strategies
4. Startups and startups' ecosystems
5. Innovations as a source of competitive advantage
6. Business models and value creation
7. Lean Startup and Minimum Viable Product
8. Fundraising for startups
9. Team management in startups

10. Business plans, pitch decks and legal issues

The course includes lectures, presentations, discussions, case studies and a business project.

Learning outcomes:

After the course students:

- understand a role of entrepreneurs and entrepreneurship in today's business environment,
- can assess their entrepreneurship skills and improve them,
- know how to use methods and technics of:
 - business idea development,
 - customer development and value creation,
 - business models' verification and improvement.
- know how to conduct strategic analysis to plan a strategy for a new business venture,
- understand mechanisms of start-ups' funding and start-ups' ecosystem functioning,
- know standard documents used during fundraising,
- are familiar with technological, economic and social trends shaping contemporary business.

Journals & Books References: (max 6 positions)

1. Blank S., Dorf B., *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*, K & S Ranch 2012
2. Dweck C., *Mindset: The New Psychology of Success*, Ballantine Books 2007
3. Laloux F., *Reinventing Organizations*, Jacqui Small 2014
4. Osterwalder A., Pigneur Y., *Business Model Generation*, Wiley 2010
5. Ries E., *The Lean Startup*, Currency 2011
6. Ross A., *Industries of The Future*, Simon & Schuster 2016