

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Course on Entrepreneurship
Name of the subject in English:	Course on Entrepreneurship
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-COENTR-04-EA
Classification of the subject:	Optional
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Management
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

### THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The course starts with introduction and setting course objectives. The topics discussed during the term cover basic issues of being an entrepreneur in the 21st century. By learning about entrepreneurship, the students will understand how to be successful in their professional activities, how to be a proper communicator, how to build long lasting and profitable business relations. They will acquire skills to cooperate with partners, employ professional staff, find an appropriate venue for their business and to understand the tricks and routines of successful business communication in the office and in special events like conferences, workshops, meetings, presentations.

The subject forms an integral part of the training programme for students studying communication, international management and business. The course is interactive and helps students learn the vocabulary and techniques necessary for a correct and fluent communication in the field of modern businesses.

The key skills students will develop during the course are critical for a well-prepared communicator in today's business environment. Students will know and have clear understanding of the issues arising from the syllabus content. They will be able to apply this knowledge and critical understanding of issues which might be important for every player in the international business arena.

### SUMMARY OF THE CONTENT OF THE SUBJECT

The course focuses on issues related to the tasks, characteristics and responsibilities of entrepreneurs.

During the lessons the students will discover the most important entrepreneurial skills and competencies as well as the need to focus on the business principles: a good and unique idea, the importance of creating a team, having a vision, and implementing a well defined mission.

### STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

During the term, students perform different communication tasks alone, in pairs or in groups. Tasks involve reading and analysing texts about social events, business entertainment venues and occasions, writing essays, performing short presentations. They consult and discuss about different topics of businesses, make mind-maps, do crossword puzzles, do gap-fill and D.I.E. (Description, Interpretation, Evaluation) exercises to be able to express their opinions in an organized fashion. Students watch videos, listen to different speeches,

and other different activities help them get familiar with and understand the language, the agenda and the essence of entrepreneurship.

### **EVALUATION OF THE SUBJECT:**

During the term it is important to follow-up the regular development of students' knowledge and performance. The evaluation is a continuous process, comparing students' attitudes, approach, working discipline and necessary skills (e.g. communication skills, critical thinking) based on previous assessment. Students can also evaluate their own performance based on feed-back given by the instructor in the course of the lessons during the term. Regular feedback is a crucial part of evaluating the work done by the students as it helps them prepare for the final test (written exam). Students communicate with the instructor during the term and through clever self-assessment they understand their step-by-step improvement and developing skills needed to fulfil course requirements.

After the term students sit an exam, the test is evaluated based on the following percentages:

0-59%	-	1(fail)
60-69%	-	2(pass)
70-79%	-	3(satisfactory)
80-89%	-	4(good)
90%	-	5(excellent)

Offered grade can be given: No.

### **OBLIGATORY READING LIST:**

- Draper, Timothy Cook: *How to be the startup hero : A guide and textbook for entrepreneurs and aspiring entrepreneurs.* s.n.], cop. 2018

### **RECOMMENDED READING LIST:**

- Barringer, Bruce R.: *Entrepreneurship : Successfully Launching New Ventures.* Pearson, 2010