

Academic Responsible

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Course Description

Title: Ready, Steady, Start-UP!

Fields of activity: Economics/Business Administration/Marketing, Resources Engineering, Multimedia and Communication Design

Examination type: Presentation

Number of ECTS credits issued: 0

Learning Goals and Objective: We will focus on the creation of startup companies and preparation of a business plan for such an undertaking. Students will acquire basic guidelines and basic skills needed for running a business making. They will learn about the risks to which attention must be paid in the stages of manufacturing of the product, which will have their enterprise engaged, the ways in which it is possible to attract sponsors and their financial supporters, the derivation of the projects in the company, ways of promoting the product, methods of the successful execution of marketing campaign, and the methods of analysis of the existing market for a product or service that will their company have to offer.

Parallely with lectures, students will work in the teams on their own start-up companies with the help of Business Model Canvas. The practical work will be mentored by professionals from companies and faculties.

At the end, students will present their final product with a presentation in front of a jury which will grade them on their performance.

Schedule

	7.9. Wednesday	8.9. Thursday	9.9. Friday	10.9. Saturday	11.9. Sunday	12.9. Monday
09:00	Official Opening and presentation of academic work					Lectures
09:30	BEST Presentation	Lectures	Lectures			
10:00	Coffe Break					
10:30						Practical Work / Creating presentations
11:00	Lectures	Coffe Break	Coffe Break			
11:30			Midterm course evaluation			
12:00	Lectures	Lectures				Lunch
12:30	Lectures					
13:00		Lunch	Practical Work			Preparations for exam
13:30	Lunch					
14:00						
14:30			Lunch			Exam (Presenting the work)
15:00						
15:30	Practical Work	Practical Work				
16:00						
16:30			Startup companies presentations			Declaring the winners
17:00						
17:30						
18:00						

Syllabus

Work day 1 – 7.9.2016 (Wednesday)

10:30	Lectures
11:00	
11:30	
12:00	Lectures
12:30	
13:00	
13:30	Lunch
14:00	Practical Work
14:30	
15:00	
15:30	
16:00	
16:30	

Name of activity	Introduction to start-up entrepreneurship and Business Model Canvas
Number of working hours	2
Scheduled	10:30 – 12:30
Type of activity	Lecture
Lecturer	Dr. Miroslav Rebernik and mag. Jure Verhovnik
Lecturer CV	https://www.linkedin.com/in/miroslav-rebernik-72a8164 https://www.linkedin.com/in/jure-verhovnik-41607b5
Short summary of content	The lecturer will present the students the key starting points of the business plan, what a start-up company is and how do the best business ideas look like. In the second half of lectures, business model canvas will be presented, which is the tool to effectively analyze all the key points of a successful business plan.
Bibliography	Business Model Canvas Explained
Expected effect	Students will know how to begin their work with a start-up company and will recognize business model canvas as one of

	the key tools for creating a successful business plan.
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Name of activity	Value proposition
Number of working hours	1
Scheduled	12:30 – 13:30
Type of activity	Lecture
Lecturer	Dr. Miroslav Rebernik and mag. Jure Verhovnik
Lecturer CV	https://www.linkedin.com/in/miroslav-rebernik-72a8164 https://www.linkedin.com/in/jure-verhovnik-41607b5
Short summary of content	The lecturer will present the first segment of a business model canvas: Value proposition, which is the entrance point of creating the business plan.
Bibliography	-
Expected effect	Students will realize the importance of creating the value with their companies and understand that in order to succeed, they must propose a value to their customers with their product.

Name of activity	Starting a Start-UP PART 1: Teams formation and identifying the value of the company
Number of working hours	2,5
Scheduled	14:30 – 17:00
Type of activity	Project Work
Lecturer	Simon Korošec
Lecturer CV	https://www.linkedin.com/in/simon-korosec-508263120
Short summary of content	Students will be randomly divided into 5 teams (3x4 and 2x5) by drawing their team number in which they will work till the end of the course. They will have a homework before the beginning of the course to think about at least one idea which could be implemented into a start-up company. After division, students will discuss in teams about their ideas for a company and choose on which one will they work during the course. They will

	need to identify the value they will be giving with this company to users. The mentor will always be available for giving them advices. The teams will make a short pitch to a mentor about their idea and the mentor will give them feedback.
Bibliography	-
Expected effect	Students are divided into 5 teams and every team has chosen the idea on which they will work until the end of the course. Students will also identify the value of their company and have it declared on paper.

Work day 2 – 8.9.2016 (Thursday)

09:00	Lectures
09:30	
10:00	
10:30	
11:00	Coffe Break
11:30	Lectures
12:00	
12:30	
13:00	
13:30	Lunch
14:00	Practical Work
14:30	
15:00	
15:30	
16:00	
16:30	
17:00	

Name of activity	Identifying the customers, their relationships and ways to reach them
Number of working hours	2
Scheduled	09:00 – 11:00
Type of activity	Lecture
Lecturer	mag. Domen Malc
Lecturer CV	https://www.linkedin.com/in/domenmalc
Short summary of content	Lecture about three segments of business model canvas: Customer segments, customer relationship and channels.
Bibliography	What is customer segmentation
Expected effect	Students will know how to identify the potential customers for their company and understand the importance of their relationships and good ways of channeling the value of the company to them.

Name of activity	Identifying key activities and resources
Number of working hours	1,5
Scheduled	11:30 – 13:00
Type of activity	Lecture
Lecturer	Dr. Gregor Polančič
Lecturer CV	https://www.linkedin.com/in/gregorpolancic
Short summary of content	Introduction to another two segments of business model canvas: Key activities and resources.
Bibliography	-
Expected effect	Students will understand the process of planning key activities necessary for successful proposition of the value of the company to customers.

Name of activity	Starting a Start-UP PART 2: Adding customers, activities and resources to business model canvas
Number of working hours	2,5
Scheduled	14:00 – 17:30
Type of activity	Project Work
Lecturer	Kristina Kočet Hudrap, Tadej Gregorčič
Lecturers CVs	https://www.linkedin.com/in/kristina-kočet-hudrap-92930111 https://www.linkedin.com/in/tadejgregorcic
Short summary of content	Students will continue to work in teams on their start-up company by adding key activities, resources, customer segments, customer relationships and channels to the business model canvas. Teams will be able to ask mentors from real start-up companies for advices and tutoring.
Bibliography	-
Expected effect	Students will have business model canvas almost finished. 6 out of 9 segments of business model canvas will be finished.

Work day 3 – 9.9.2016 (Friday)

09:00	Lectures
09:30	
10:00	
10:30	
11:00	Coffe Break
11:30	Midterm evalutaion
12:00	Practical Work
12:30	
13:00	
13:30	
14:00	Lunch
14:30	
15:00	Startup companies presentations
15:30	
16:00	
16:30	
17:00	
17:30	

Name of activity	How to succeed financially
Number of working hours	2
Scheduled	09:00 – 11:00
Type of activity	Lecture
Lecturer	Mag. Samo Lubej
Lecturer CV	https://www.linkedin.com/in/samo-lubej-m-sc-2b9890ab
Short summary of content	The lecturer will present last 3 segments of business model canvas: key partnerships, cost structures and revenue streams.
Bibliography	Revenue Streams
Expected effect	Students will understand the importance of financial planning of the company.

Name of activity	Starting a Start-UP PART 3: Finding business partners, identifying cost structures and revenue streams
Number of working hours	2,5
Scheduled	12:00 – 14:30

Type of activity	Project Work
Lecturer	Dr. Katja Crnogaj
Lecturer CV	https://www.linkedin.com/in/doc-dr-katja-crnogaj-b2b24733
Short summary of content	Students will continue to work in teams on their start-up company by adding business partners, cost structures and revenue streams to the business model canvas. Teams will be able to ask a mentor for advices and tutoring.
Bibliography	-
Expected effect	Students will finish their business model canvas.

Name of activity	A talk with Start-UP-s
Number of working hours	2,5
Scheduled	15:30 – 18:00
Type of activity	Other
Lecturer	Jure Škorc (Coinhab company), Peter Korun (A.s.K company)
Lecturers CVs	https://www.linkedin.com/in/jure-škorc-29438970 https://www.linkedin.com/in/peter-korun-554337104
Short summary of content	Representatives from real start-up companies will have a debate at a round table. They will present themselves first and afterwards the series of questions from students follow.
Bibliography	-
Expected effect	Students will learn about the problems that start-up companies face in every day work.

Work day 5 – 12.9.2016 (Monday)

09:00	Lectures
09:30	
10:00	Practical Work / Creating presentations
10:30	
11:00	
11:30	
12:00	Lunch
12:30	
13:00	Preparations for exam
13:30	Exam (Presenting the work)
14:00	
14:30	
15:00	
15:30	
16:00	Declaring the winners
16:30	

Name of activity	Pitch as a pro
Number of working hours	1
Scheduled	09:00 – 10:00
Type of activity	Lecture
Lecturer	Dr. Marko Ivanišin
Lecturer CV	https://www.linkedin.com/in/markoivanisin
Short summary of content	The lecturer will talk about good ways of successfully pitching the business of the company to the potential investors and the customers. The elements of public speaking and presentation building will also be grasped.
Bibliography	-
Expected effect	Students will understand the importance of the good pitch of their company and the impact it can do for successful business.

Name of activity	Creating the presentation
Number of working hours	2
Scheduled	10:00 – 12:00
Type of activity	Workshop

Lecturer	Dr. Marko Ivanišin
Lecturer CV	https://www.linkedin.com/in/markoivanisin
Short summary of content	Students will work on creating the presentations of their start-up company and will be mentored by a mentor.
Bibliography	-
Expected effect	Students have finished presentations of the business model canvas and their start-up companies.

Name of activity	Preparing for the exam
Number of working hours	0,5
Scheduled	13:00 – 13:30
Type of activity	Individual work
Lecturer	Dr. Marko Ivanišin
Lecturer CV	https://www.linkedin.com/in/markoivanisin
Short summary of content	Students practice their presentation skills and the pitch that they will have to make in front of a jury.
Bibliography	-
Expected effect	Students are prepared for the examination.

Name of activity	Presenting the work
Number of working hours	2,5
Scheduled	13:30 – 16:00
Type of activity	Examination
Lecturer	Dr. Katja Crnogaj, dr. Jure Verhovnik
Lecturers CVs	https://www.linkedin.com/in/jure-verhovnik-41607b5 https://www.linkedin.com/in/doc-dr-katja-crnogaj-b2b24733
Short summary of content	Students present their business model canvas in front of a jury, which will give them grades based on three criteria: quality of a

	pitch, structure of the business model canvas and potential in the start-up idea. After each presentation, the jury can ask the students extra questions and give them a feedback. When the presentations are done, the jury has some time to prepare the final grades for the students.
Bibliography	-
Expected effect	All the students pass the examination with positive grades and get diplomas.

Pre-materials

Name	Business Model Canvas Explained
Topic/field	Business Model Canvas
URL	https://www.youtube.com/watch?v=QoAOzMTLP5s

Name	What is customer segmentation
Topic/field	Customer segmentation
URL	http://searchsalesforce.techtarget.com/definition/customer-segmentation

Name	Revenue Streams
Topic/field	Revenue Streams
URL	http://www.ecommerce-digest.com/revenue-streams.html

Homework before the course

Task 1	Start-UP idea
Description	Try to think about at least one original idea for a start-up company. What would be your product and what value would a company like that bring to this world. Write a few sentences about the idea down on a paper or have it on a smartphone.

Task 2	Questions for a start-up company
Description	Think about questions that you would ask a representative of a start-up company. What would you really like to know about their work. Try to think up original questions and questions that no one else would ask. Have at least three questions written down on a paper or have them on a smartphone.