

LET'S GET STARTED.



Budapest LAB

'Business Plan in a Week' - A Case Study
from Budapest Business School

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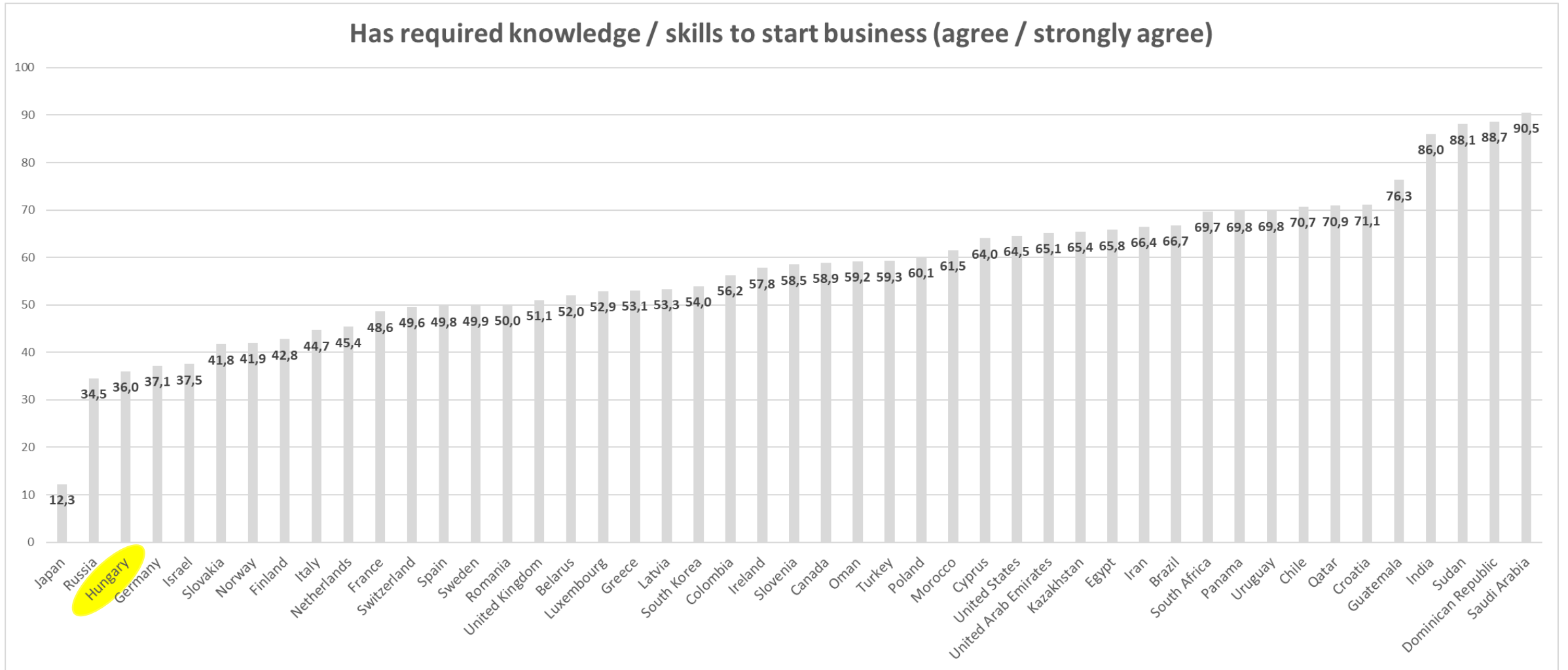
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AGENDA

- Introduction (statistics, BBS)
- 'Business Plan in a Week' course description
- Participants
- Methodology
- Educational Outcomes
- Evaluation
- Bottlenecks



Adult population knowledge / skills to start business



University students career choice intentions

Figure 2. Career choice intentions in groups (N=267'366)

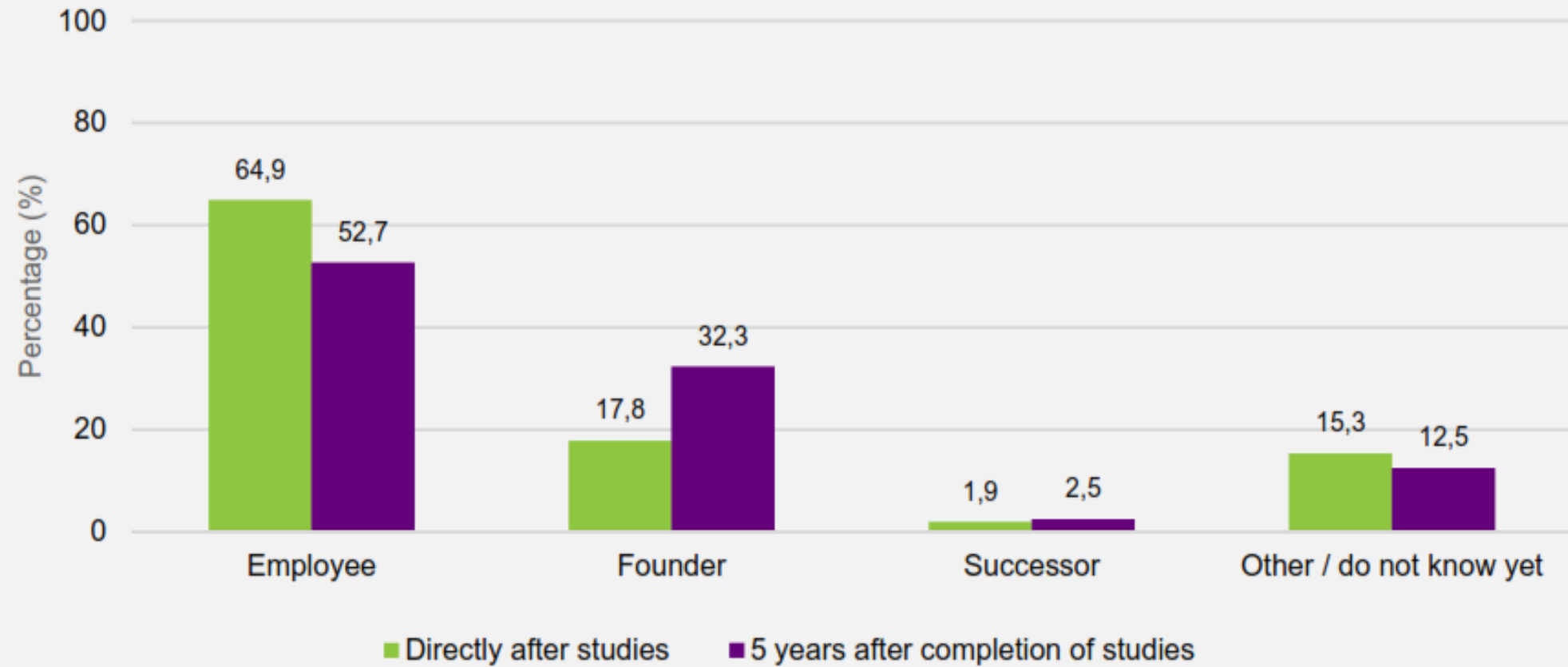
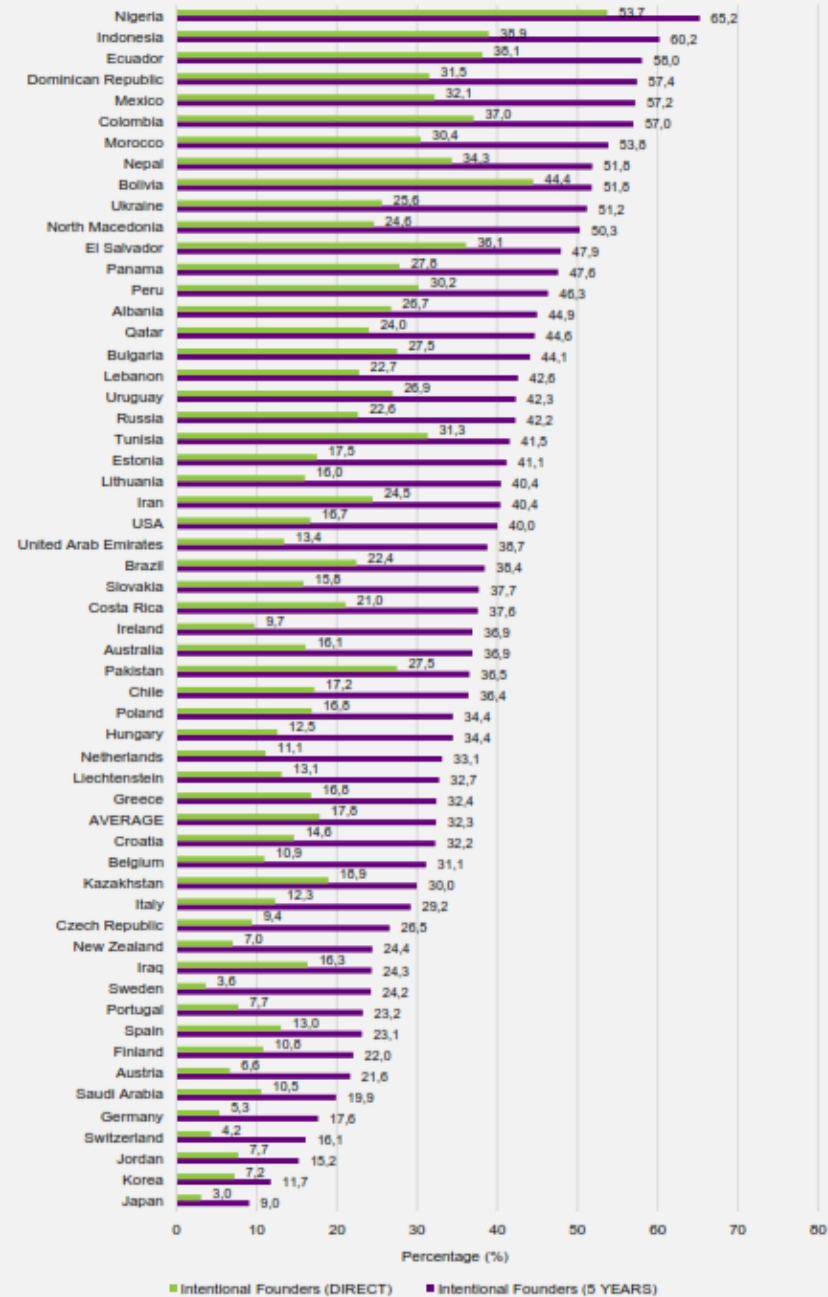


Figure 5. Share of intentional founders across countries (N=267'366)



Entrepreneurship education and the entrepreneurial climate at the university are key determinants of entrepreneurial intentions and activities.



Source: Philipp Sieger, Lea Raemy, Thomas Zellweger, Urs Fueglistaller, Isabella Hatak (2021): Global Student Entrepreneurship 2021: Insights From 58 Countries

Entrepreneurship Education at BBS

Entrepreneurship focus at all levels of training

- BA – Team Academy specialization
- MA – Business Management specialization (family business focus)
- Doctoral School of Entrepreneurship and Business

Special courses, events

- Business Plan in a Week
- StartLAB Entrepreneurship Club
- Open workshop series for BBS students
- HSUP – Hungarian Startup University Program

Knowledge sharing

- Family Business Succession Conferences
- Science communication - intensive media presence on entrepreneurship
- Trainings according to individual needs

Business Plan in a Week – Course Description

- Fast-paced, training-style university course
- Students have to put together a business plan in a week
- Design thinking
- Business model canvas



Business Plan in a Week – Participants

- Open for every student at the university:
 - ✓ mixed teams
 - ✓ 30 students / 5-6 teams / 4-5 team members
 - ✓ doesn't require previous qualification
- 2 senior instructors with strong trainer experience
- Potential customers
- External experts



Business Plan in a Week – Methodology

- Intensive week (project week) course
- Course leader defined problem – design thinking
- Business model – business model canvas
- Consultative teaching methods
- Experiential learning
- Customer feedbacks
- Experts evaluation



Business Plan in a Week – Educational Outcomes

- 10 courses (9 on site, 1 online)
- 214 students
- 0 % drop-out rate
- Improves entrepreneurial skills: teamwork & creativity
- Creates community
- Real life experience



Business Plan in a Week – Evaluation

- Waiting list since the second call for applications
- 83.4% of the students considered the course to be better than the courses they had completed in their university education

- *"It was shockingly useful."*
- *"It was as if the two halves of my brain suddenly fit together. Not only did I grow in knowledge, but also as a person."*
- *"Earlier I didn't think I would want to be an entrepreneur, I thought it wasn't my thing. But now I'm almost sure I want to be one!"*
- *"The course has helped me to REALLY put into practice the knowledge I have acquired and how I can be extremely productive in a very short time."*
- *"What was most useful for me on the course? Everything! Everything!"*
- *"I would especially like to highlight the feedback and support that the teams gave each other, which was unprecedented in any other course."*



Business Plan in a Week – Bottlenecks



- One week of full engagement (for students and for educators)
- Limited number of students (30 person / semester)
- Senior educators are needed (+ assistance, customers, experts)
- Balance between knowledge transfer and fun to maintain students' motivation
- For a mass-education university - burden or possibility?

Business Plan in a Week

- Attractive and effective way to develop the basic entrepreneurial skills of students
- Students have the possibility to develop not only professionally but personally
- Real-life experience of being an entrepreneur



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Thank you for your kind attention!

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