International Summer University^WU 2022

WU (Vienna University of Economics and Business)

Course outline

Course title	Entrepreneurship Camp	
Instructors	Lisa Kuttner, M.A. Manager, Raiffeisen Bank International AG lisa.a.kuttner@gmail.com & Karyna Hornostai Manager, WhatAVenture GmbH karyna.hornostai@whataventure.com	
Language of instruction	English	
Course level	Undergraduate	
Contact hours	35 teaching hours (45 min. each)	

Aim of the course
The course "Entrepreneurship Camp" is about learning how to start a business. Instead of running through a theoretical process you will work through the first steps of starting a real company with your classmates. You may choose one out of three real-life projects to work on. If you have a project of your own, you may pitch and work on it as well. While working on the project, you will be guided step-by-step through the main aspects of bringing a business idea to reality based on state-of-the-art insights from leading entrepreneurs

and innovative corporates. In addition, you will be consulted by a group of experts who will give you feedback and best-practice advice from their own experience.

Learning objectives

In the "Entrepreneurship Camp" you will learn how to start a successful business and how to cope with the variety of challenges involved based on a real-life project.

In terms of content you learn how to:

- assess an attractive business opportunity
- explore customers and their needs
- develop an innovative business model
- assess the market and work out a competitive advantage
- iteratively develop prototypes to reach product-market fit
- carry out financial projections

From a management perspective you will learn how to:

1. handle uncertainty
2. organize a complex and highly iterative project
3. manage team processes
4. manage stakeholders

From a communication perspective:

- manage communication processes within a team
- present your business idea in a concise and attractive way in front of different audiences (getting your point across)
- sell a product and reach your first customers

Application requirements

Application requirements for the Undergraduate Program are current enrollment in an undergraduate study program in the fields of business administration. By the time of participation in the ISU^{WU} program, students must have completed a **minimum of one year of undergraduate education** with a specific focus on business administration and related areas.

Applicants interested in participating in the International Summer University^{WU} need an excellent command of the English language. The English language requirements can be found at [ISU^{WU} Language Requirements](#).

Application requirements for WU students can be found on our [application website](#).

Teaching methods

The "Entrepreneurship Camp" strongly builds on interactive sessions and hands-on working time with coaches. The sessions are a mix of teaching approaches to give you an optimal context to learn and develop your company. The sessions include input sessions, peer feedback, open class discussions, coaching and talks to external experts.

Pre-course assignment

As a pre-course assignment you will need to work through the Ideation section of the WhatAVenture Innovation Platform. As soon as you are admitted to the course, you will get access to the platform via email.

Attention: Three parts need to be finished – see details on each part below!

In the Ideation area of the WhatAVenture Innovation Platform you will find three real-life projects already displayed. Each project will be described with a Project Name, Idea Description, Addressed Target Group, Target Country/Market, Project Status, and Expected Advantages and Challenges.

You are required to choose a project to work on before the start of the class and conduct some background research. How?

Part 1:

- Read through the three real-life projects in the Ideation area of the WhatAVenture Innovation Platform and see if one spikes your interest.
- Submit an own project idea in the Ideation area of the WhatAVenture Innovation Platform (idea name, idea description, addressed target group, target country / market, status (idea stage, launched project, startup), expected advantages, known challenges).

Deadline Part 1: July 18, 2022 23:59 (Vienna time, CEST)

Part 2:

- Read through all the presented projects (your classmates & the real-life projects). Join the project you find the most interesting in the Ideation area of the WhatAVenture Innovation Platform.

Additional information: Projects with at least 4 members will be worked on during the Entrepreneurship Camp. Projects with more than 5 members will be split in two individual teams. (Max. 7 Teams)

Deadline Part 2: July 20, 2022 23:59 (Vienna time, CEST)

Notifications regarding your final team will be sent out by 22nd of July, 13:00 (Vienna time, CEST).

Part 3:

- Individually conduct some research on your chosen projects background (industry data, trends, available solutions (competition))
- Collect open questions and challenges in the comment section of the selected idea in the Ideation area of the WhatAVenture Innovation.
- Summarize all your findings in a 1-pager and hand-in per e-mail.

Deadline Part 3: August 7, 2022 23:59 (Vienna time, CEST)

Course contents

Day 1	Introduction Session: Learn about what makes new businesses successful and get to know your team. Drill down: Learn how to explore your customers and their problems & needs.
Day 2	Problem-solution fit: Learn how to process key insights from customers to develop a must-have product. Then develop a first prototype to iteratively reach a product that satisfies customer needs.
Day 3	Business model draft: Get an understanding of the power of business modeling.
	August 15 - Public holiday (no class)

Day 4	Pitching: Learn how to sell your business idea to different stakeholders.
Day 5	Market deep-dive: Learn how to assess the market and carve out a competitive advantage.
Day 6	Financials: Carry out a financial projection.
Day 7	Work on your final presentation to convince the shark tank.
Day 8	Business Reality: Report and present the outcome to a panel of experts. Product-market fit: Learn how to automize processes of your business to become scalable.

Comments

-

Criteria for successful completion of the course

Active in-class participation (live & coaching sessions) is a requirement to pass the "Entrepreneurship Camp". Assessment will be based on both individual and team performance.

Please note that successful class participation involves not only attending coaching sessions but also frequently contributing to the discussions by answering questions, engaging in a thoughtful analysis of the discussed cases and building on other students' ideas.

Assessment

The final grade (100%) of the course will depend on:

25% - Pre-course assignment (Part 1, 2 and 3)

35% - Group Work

- Work displayed during the class
- Active listening
- Discussion during team coachings

40% - Final presentation & documentation

Grading scale:
a. 100-90% excellent (1)
b. 89-80% good (2)
c. 79-70% satisfactory (3)
d. 69-60% sufficient (4)
e. 59-0% fail (5)

Course literature (cases, papers, online material...)

Literature for the pre-course assignment, course and presentation will be provided to the students over the WhatAVenture Innovation Platform.

Further readings suggested by the lecturer(s)

Recommendations for further readings (non-mandatory):

"Thanks for feedback" by Sheila Heen & Douglas Stone
"The Hard Thing About Hard Things" by Ben Horowitz
"The Lean Startup" by Eric Ries

Please note the following information on the total workload of the respective course:

Course level	ECTS credits	Pre-course workload	In-class activity	Outside of class workload during the program
Undergraduate	4	approx. 20 hours	28 hours (= 35 teaching units)	approx. 33 hours