


ISU^{WU} 2021

WU (Vienna University of Economics and Business)

Course outline (distance-learning format)

Course title	Entrepreneurship Camp	
Instructor	<p><i>Lisa Kuttner, M.A.</i> Manager, Head of Corporate Innovation, WhatAVenture GmbH lisa@whataventure.com</p>	
Language of instruction	English	
Course level	Undergraduate	
Aim of the course		
<p>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 virtual 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.</p> <p>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.</p>		

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 business administration and related fields. 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 (possible prerecorded videos), peer feedback, open class discussions, coaching and talks to external experts.

The first session will be a live session with all participating students. Thereafter individual coaching sessions in teams of max 5 students will take place on a daily basis.

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 your WU Email.

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/Markt, 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:

1. Read through the three real-life projects in the Ideation area of the WhatAVenture Innovation Platform and see if one spikes your interest.
2. 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: 12. July 2021 23:59 (Vienna time)

Part 2:

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

Projects with at least 3 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: 14. July 2021 23:59 (Vienna time)

Notifications regarding your final team will be sent out by 16th of July 13:00.

Part 3:

5. **Individually** conduct some research on your chosen projects background (relevant industry data, visible trends, available solutions (competition) & what benefits they provide)

Summarize all your findings in a 1-pager and send it in via email to lisa@whataventure.com (individual work).

Deadline Part 3: 1. August 2021 23:59 (Vienna time)

Course contents

For detailed dates and times please look at the published schedule on our website.

Day 1	Live Session: 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	Live Session, individual coachings per team: Solution & Business Model: Learn how to set up your MVP (minimal viable product) and draft your business model draft. Get an understanding of the power of business modeling.
Day 3	Live Session, individual coachings per team: Hypothesis and Prototyping: Learn how to process key insights from customers to test the most relevant hypothesis. Develop a first prototype to iteratively reach a product that satisfies customer needs.
Day 4	Live Session, individual coachings per team: Pitching: Learn how to sell your business idea to different stakeholders.
Day 5	Live Session, individual coachings per team: Market deep-dive: Learn how to assess the market and carve out a competitive advantage.
Day 6	Live Session, individual coachings per team: Financials: Carry out a financial projection.

Day 7	Live Session, individual coachings per team: Work on your final presentation to convince the shark tank.
Day 8	Live Session, individual coachings per team: Business Reality: Report and present the outcome to a panel of experts. Product-market fit: Learn how to automatize processes of your business to become scalable.
Comments	
N/A	
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 35% - Group Work <ul style="list-style-type: none"> - Finalizing work on time - Discussions during coachings - Presentation of results 40% - Final presentation & documentation Grading scale: <ul style="list-style-type: none"> • 100-90% excellent (1) • 89-80% good (2) • 79-70% satisfactory (3) • 69-60% sufficient (4) • 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 and outside-of-class workload incl. teaching units
Undergraduate	4	approx. 20 hours	approx. 60 hours