

<b>Course title: Sustainable Business Model Innovation</b>		<b>Credits 5</b>	<b>Course code IK126</b>
<b>Type of the course</b>		<b>Assessment:</b>	
Lecture		Examination	
Seminar	X	Performance-based grade	X
Practice	X	Approval	
<b>Semester</b> (according to the standard curriculum): 5			
<b>Course availability</b> (according to the standard curriculum): Spring			
<b>Language of instruction</b> (if not in Hungarian): English			
<b>Prerequisites</b> (according to the standard curriculum): -			
<b>Type of the course</b> (compulsory, obligatory elective, free elective): compulsory			
<b>Course schedule:</b> <a href="http://www.kodolanyi.hu/neptun/">http://www.kodolanyi.hu/neptun/</a>			
<b>Course objectives:</b>			
<p>The course provides general knowledge about business model innovation and the way how enterprises can extend their value proposition towards social and environmental horizons. The aim of the subject is to equip students with practical skills to plan business models and run enterprises. They will also learn how to create social and environmental impact and be “green entrepreneurs”. The goal is to give students a comprehensive insight into the methods of generating business models and testing their viability in the market circumstances. Therefore, the subject elaborates on the essential elements of a business structure and expects the students to build their own business model. Moreover, the course aims at developing relevant skills which help the students in the articulation of their business idea.</p>			
<b>Learning outcomes</b> (based on professional competences):			
<b>Knowledge:</b>			
<p>The subject introduces the essential theoretical background of business model innovation and sustainable businesses. It gives empirical implications of generally used business terms and provides students with practical examples of business model case studies. The course presents several business modelling techniques and shows how the building blocks of a business structure differs in these methods. The students will gain knowledge of strategic business analyzation tools which are used to challenge the logic of a business model and to ensure its market viability.</p>			
<b>Skills:</b>			
<p>The course equips students with the ability of planning, validating and communicating business structures. They will learn how to use ideation methods to generate business ideas and how to build a business model upon them. Besides the elaboration on the business models, the students will be capable of testing their ideas with trending and forecasting tools. At last, the subject also focuses on developing their communication skills with pitching trainings.</p>			
<b>Attitudes:</b>			
<p>The point of the course is to equip students with an entrepreneurial mindset. It means that one can observe challenges as potential business opportunities. The students will learn how to think as an entrepreneur and answer the emerging social and environmental problems through business solutions. By focusing on sustainability issues with business ideas broadens the horizon of the students and enables them to enter the market as green entrepreneurs.</p>			

**Foreign language competences**

Students can function independently and with a great deal of precision on a wide variety of subjects and in almost any setting without any prior preparation.

1. Can understand a wide range of demanding, longer texts, and recognize implicit meaning.
2. Can express ideas fluently and spontaneously without much obvious searching for expressions.
3. Can use language flexibly and effectively for social, academic and professional purposes.
4. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices.

**Teaching methods:**

Seminar, workshop activities and personalized trainings.

**Requirements** (exam's evaluation criteria and list of topics):

Demonstration of the theoretical knowledge and practical skills of planning, validating and communicating business ideas. Active participation in the workshop activities and in the personalized trainings of the course. Writing a business plan based on a business idea which has been developed to answer a social or an environmental need.

**Assessment & Grading:**

*Pass*

Presence in seminars and presenting a general business plan.

*Satisfactory*

Presence in seminars with some feedbacks and presenting a sustainability-driven business plan.

*Good*

Active participation in the course activities and presenting an advanced business plan for a general market need.

*Excellent*

Active participation in the course activities and presenting an advanced business plan for a social or an environmental market need.

**Department/faculty responsible for the course:**

Department of Interdisciplinary International Studies

**Required average students' working hours** (number of credits multiplied by 30):

150

**Individual assignments** (expected number of hours and list of activities):

- Discussions
- Thematic workshop activities
- Personalized trainings
- Written assignment

**Course leader: Bálint Horváth PhD**

**Lecturers: Bálint Horváth PhD**