

MGT-642(b) **Innosuisse Business Concept (SPRING)**

Various lecturers

Cursus	Sem.	Type
EDOC General and external courses		Opt.

Language of teaching	English
Credits	4
Session	
Exam	Project report
Workload	120h
<b>Hours</b>	<b>65</b>
Courses	45
TP	20
<b>Number of positions</b>	

**Remark**

Next courses and Registration: <https://innosuisse.venturelab.ch/business-concept-lausanne-general> . Application through link mandatory.

**Summary**

The Innosuisse Business Concept program, designed for ambitious researchers, students & faculty members of Swiss Universities and research institutes, is a fast track and hands on entrepreneurship training taught by seasoned entrepreneurs.

**Content**

One day bootcamp to pitch venture ideas and engage in team building activities with all participants selected in the Business Concept at the beginning of the training program.

In 10 sessions of training, followed by individual project coaching\*, you will learn practical tools to transform a project idea step-by-step into a concrete business concept.

- Foundations of Entrepreneurial Success
- Navigating Market Dynamics and Competitive Landscape
- Strategic Planning and Business Model Innovation
- *Startup Coaching Session 1 (by Venturelab)*
- Protecting and Leveraging Intellectual Property
- Effective Marketing Strategies and Communication Tactics
- Sales and Negotiation Skills for Entrepreneurs
- Financial Planning for Startups
- *Startup Coaching Session 2 (by Venturelab)*
- Putting together a Strong Team
- Crafting Winning Pitches & Attracting Investors
- Final Presentations & Ecosystem Support

**Learning Outcomes**

*By the end of the course, the student must be able to:*

Apply the gained knowledge to real life business projects and eventually create or work for startups.

**Keywords**

Entrepreneurship; Startup; Business skills

**Learning Prerequisites**

### **Required courses**

You are inspired to embrace the exhilarating career of CREATING or WORKING FOR a start-up. You are interested in working on your own business project or in joining another project team during the course period.

### **Assessment methods**

Project Report and oral presentation

### **Resources**

#### **Websites**

- <https://innosuisse.venturelab.ch/business-concept-lausanne>
- <https://www.venturelab.swiss/>