

MGT-642(a) **Innosuisse Business Concept (FALL)**

Various lecturers

Cursus	Sem.	Type
EDOC General and external courses		Opt.

Language of teaching	English
Credits	4
Session	
Exam	Project report
Workload	120h
Hours	65
Lecture	45
Practical work	20
Number of positions	

Remark

Next courses and Registration: <https://www.science2market.ch/training>. 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 of 12 hours to present and compete for winning venture ideas, to form project teams 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.

- Introduction and pitch training
- Market analysis & value proposition
- Building a strong team
- Introduction to accounting & finance
- The startup ecosystem
- Protection of IP
- Product market fit
- Financial planning
- Financing
- Presenting business ideas

* two coaching sessions per team

Keywords

Entrepreneurship; Startup; Business skills

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.

Assessment methods

Project Report and oral presentation

Resources

Websites

- <https://www.science2market.ch/>