



## Concept and syllabus of a business start-up course

### 1. Goals and Objectives

With guidance and practical knowledge to independence:

- ✓ From the desire for start-up to entrepreneur  
Are the personal conditions appropriate?
- ✓ From the founding idea for the business plan  
Why the business concept? What must be considered?
- ✓ Leading the company  
What factors ensure successful launch and sustainable existence?

### 2. Prerequisites

Completed vocational training, working experience;

### 3. Duration

The course should comprise about 16 regular hours or 20 academic hours. It is to be provided as an alternative:

- a) 2 full days a week or on the weekend (Friday and Saturday)
- b) 5 - 6 nights @ 3 clock hours
- c) a combination of day and evening classes

### 4. Number of participants

12 on average, maximum 25 participants



## 5. Lecturers

- ✓ One teacher, who himself takes substantive parts, but also acts as moderator, attends the entire seminar and runs it. The general Moderation must clarify the underlying concept and make a clear announcement and give unequivocal instructions, for instance, for group work.
- ✓ One teacher who deals with specific legal issues and their clarification, participates accordingly
- ✓ 1-2 more teachers to deliver other topics with occasional participation

## 6. Certificate

Participants receive a certification of qualified participation in educational content in the form of a certificate from the respective implementing organization.

## 7. Basic approach and structure

The entire course is structured with connection to operations in small and medium enterprises, for example,:

- Creation, financing, site selection
- Personnel policy and management
- PR, marketing and securing contracts
- Accounting and control.

Strong interactive design with intense involvement of the participants in the working groups and discussion boards. Recommended is the formation of 3 working groups to work on one company from start-up to operation. Participants can switch between the groups over the course of the seminar. Within each group work a moderator and a rapporteur are appointed, who briefly present the results of the group work during the floor discussion.

Active involvement of the participants in the roles of entrepreneurs increases the tension and generates competitive situations between participants: For example, each participant will receive play money that he can invest in different companies during the seminar. Made investments are then analysed as is the eventual success of each company, which is visualized continuously. During the seminar, participants may switch their investments between companies.



The study rooms are light and spacious enough, equipped with modern presentation techniques. The participants will need:

- ✓ Flip chart with enough paper and thick felt pens.
- ✓ For the visualization of the results of group work - bulletin boards, cards for attaching, pins and a thick felt pen for each participant.
- ✓ 3 laptops or PCs to use the electronic management and control system in group work.

Participants receive written materials: scripts and presentations of the seminar, and before each meeting of a working group each party receives instructions for the group work.

At the end there is a systematic evaluation of the seminar with written evaluation forms and personal feedback.

## 8. Focus areas

### 1. **First Block: environment and business creation**

#### a) Position in the overall context

5 Main areas of business management strategies:

- Staff: Very important, is addressed in the course, specialization in specific courses is recommended
- Production Technology: Strongly varies from industry to industry, can not be addressed in the course, attendance of specific courses required
- Marketing: Main topic of the course
- Liquidity and Capital Resources: Main topic of the course
- Accounting and control: Main topic of the course

#### b) Economic Environment

The framework cannot be adapted to the needs of, the reality is that they have to adapt quickly and continuously. The strategies of corporate governance must use the framework and build on it.

Conditions and their impact on business, including:

- Globalization and internationalization
- Regionalization and decentralization
- Future of the Baltic region
- Bulk and individual products



- Cost reduction and added value
- Rationality and emotionality
- High Tech and appropriate development
- Planning and chaos
- Bottlenecks and areas of growth
- Aging and demography

Representation of the megatrends, identifying consequences for companies and describing operational examples.

Discussion of the framework: clarifying issues, incorporation of other points of view, their own experiences (What changes mean for me personally?).

c) Alternative legal forms and administrative conditions

The course should not turn into general legal issues seminar with superabundance thereof, but to focus on issues that are particularly important and helpful in preparing the start-up.

- Legal forms of enterprises
- What to specifically pay attention to before the start-up?
- What must be done during registration and commissioning? Practical help and advice for filling our forms, bureaucracy, etc.
- Outstanding legal issues for ongoing operation

d) Personal aptitude and motivation

- What independence means? Am I suitable? What personal motives lead me?
- What should I adjust myself to? What does this mean for my family?
- What developments can I expect? Can I withstand initial dry spells?
- What makes a successful business start-ups? How important is guidance? What are the survival chances and opportunities?
- What are the basic ideas I want to pursue? There is already a first concept or concrete plans? How do I prepare myself?

e) From the start-up desire to entrepreneur

- Participants reflect their start-up wishes and learn to assess their own risks and rewards
- Wishes, plans, goals
- SWOT Profile
- Personality and identity as an entrepreneur



- Entrepreneurial thinking and action

## **2. Block: Corporate management and personnel policy**

### a) Principles of Human Resource Management and Leadership

- Extreme shortage specialists and managers
  - Volume problem: demography and foreign poaching
  - Quality problem: Education and Training
- Employees as our most important asset
  - Wage and added value
  - Investments in heads
  - Importance of innovation and quality
- Company as a faith community
  - Living value systems
  - Decentralization and autonomy
  - Trust and control
- 4 levels of management

### b) Strategies of corporate governance

- Main topic 1: Only change is constant
- Main topic 2: Winning with Innovation
- Main topic 3: The customer is king
- Main topic 4: Community makes us strong
- Main topic 5: Obtaining free energy
- Main topic 6: Case Study

## **3. Block: Location policy, marketing and securing contracts**

### a) Location policy

Optimal locations, determining space and area requirements, price sensitivity of the sectors



b) Principles of Marketing

- Terms
- Definitions
- Basics
- Marketing strategies

c) Market and marketing research

- General aspects
- Market Analysis
- Operation analysis

c) Marketing Concept

- Product and portfolio policy
- Contracting policy
- Distribution policy
- Communication policy

d) Case study work

- Marketing and sales promotion strategies
- Market exploration, assessment of potentials, preparing to enter the market, ahead of current advertising
- Customers, competition, performance, programming, marketing, customer loyalty, cooperation

**4. Block: Forms of finance, investment and business success**

a) Alternative forms of financing

- Fundamentals of corporate finance
- Determination of short-term capital needs
- Creating a financial plan with timeline
- Special forms of financing
- Significance of the amortization of liquidity



- Alternative use of capital

b) Planning investments and liquidity

- Fundamentals of investment decision
- Objectives of capital budgeting
- Capital budgeting decision support
- Calculating the return on investment
- Controlling with figures
- Control systems based on business analysis
- Forecasting for short-medium term periods
- Liquidity planning

c) Calculation of costs and revenues

- Principles, methods and procedures
- Case-study examples

**5. Block: Controlling and managing**

a) Presentation of electronic management and control system

- Introduction to controlling and managing
- Detailed explanation of the system
- Demonstration of examples
- Introduction of key contacts for the continuous application of the system

b) Practical exercises and simulations with the code number system

The system installed on 3 - 4 laptop or PC contains 3 identical examples of problematic operating results. Participants through group work with the system must develop a feasible concept and present in at the floor discussion.

At the end of the seminar, each participant will receive a copy of the electronic management and control system.

**6. Final round**

What is next? Start-up networks, counseling, etc.



## 9. Course

When?	What?	Who?	How?
<b>1. Tag</b>			
<b>1. Block: Environment and business creation</b>			
8.30	General moderation of the seminar Goals and outlay of the seminar Icebreaking: Short presentation participants with name, business and expectation from the seminar	Moderator Moderator Moderator + Participants	Welcome Timetable + Questions Open protocol
9.00	Trends in market developments	Lecturer	Lecture + Questions
9.45	Alternative legal forms and administrative conditions	Lecturer	Class discussion + questions
10.30	Personal aptitude + motivation	Lecturer	Brainstorming, Class discussion Individual work, Teamwork
11.15	Coffee-break		
11.30	Group Work: Concept of Building a Business	Participants	3 Groups
12.00	Report of the Working Groups + observations of the lecturers, Clarification of questions	Rapporteur	Floor Discussion
12.30	Lunch		
<b>2. Block: Corporate management and personnel policy</b>			
13.30	Corporate philosophy, personnel management + development	Lecturer	Class discussion, Individual and teamwork
14.15 sis	Strategies of corporate governance + strategic planning	Lecturer	Lecture + Questions; SWOT-analysis





15.15	Coffee-break		
15.30	Group work for 3 companies: Leadership concept + HR policies	as above	3 Groups
16.00	Report of the Working Groups + observations of the lecturers, Clarification of questions	Rapporteur + Assistants	Floor Discussion
<b>3. Block: Location policy, marketing and securing contracts</b>			
16.15	Location issues	Lecturer	Lecture + Questions
16.45	Marketing 1. Part	Lecturer	Class discussion; Teamwork;
17.45	Marketing 2. Part	Lecturer	Individual work, Experts inputs
18.30	End of day one		
<b>2. Tag</b>			
8.30	Summary of results + Interim balance	Moderator	Floor Discussion
8.45	Group work for 3 companies: Concept Advertising + Instructions	as above	3 Groups
9.15	Report of the Working Groups + observations of the lecturers, Clarification of questions	Rapporteur + Lecturers	Floor Discussion
<b>4. Block: Forms of finance, investment and business success</b>			
9.30	Alternative forms of financing	Lecturer	Experts inputs, Class
10.00	Planning investment + liquidity	Lecturer	Class discussion; Teamwork;
10.30	Calculation costs + sales	Lecturer	Individual work, Experts inputs
11.00	Case studies	Moderator	Floor Discussion
11.30	Coffee-break		
11.45	Group work for 3 companies: Development of investment, sales and business success concept	as above	3 groups
12.15	Report of the Working Groups + observations of the lecturers, Clarification of questions	Rapporteur + Lecturers	Floor Discussion



12.30 Lunch

**5. Block: Controlling and managing**

13.30 Presentation of electronic management and control system Lecturer Presentation + Questions

14.30 Group work for 3 companies: Working with 3 laptops  
Practical exercises in the system; solution/editing of 3 predefined  
outcomes within the system 3 Groups Exercises with translation

16.00 Coffee-break

16.15 Report of the Working Groups + observations of the lecturers,  
Clarification of questions Rapporteur + Lecturers Floor Discussion

**6. Final round**

16.30 What's next? Moderator Floor Discussion

17.15 Final discussion Moderator Floor Discussion

17.30 Written reviews, feedback round + issue of certificates  
and electronic system Moderator Floor Discussion

18.00 End of the seminar