

# Hungary Training Programme

<b>Target group</b>	Graduates and Young professionals who want to start up a new business in the field of innovative industries (ICT, biotech, energy, etc.)
<b>Objectives of the course</b>	<p>The course aims at company creation, therefore it will support trainees in:</p> <ul style="list-style-type: none"> <li>- <u>developing a business plan</u>;</li> <li>- developing the ability in <u>finding and selecting the suitable financing sources</u> and in effectively presenting business ideas to potential investors</li> <li>- developing the basic knowledge in terms of <u>main managing techniques</u> of the several functional areas of the enterprise;</li> <li>- developing the capability to constantly <u>interact with all the stakeholders</u> in order to create relationship adding value to the business</li> </ul>
<b>Main contents</b>	<p><b>Part I – Entrepreneurial profiles and relevant aspects of Small Business</b></p> <p><i>Week 1</i></p> <ul style="list-style-type: none"> <li>• SMEs’ peculiarities and organisational models</li> <li>• Enterprise creation and evolution in a global competition environment, growth patterns, networking and network strategies</li> <li>• Basic entrepreneurial skills (risk taking, conflict management,...)</li> <li>• The role of the entrepreneur: from the business idea to work organisation</li> </ul> <p><b>Part II – Basics of Strategy and Marketing</b></p> <p><i>Week 2</i></p> <ul style="list-style-type: none"> <li>• Basic concept of strategy, decision making, simulation of the start up of a new enterprise</li> <li>• Marketing management process for SMEs, planning, market analysis and sale forecast, elaborating the marketing plan</li> </ul> <p><b>Part III – Economics and Finance</b></p> <p><i>Week 3</i></p>

	<ul style="list-style-type: none"> <li>• Basic of Finance and Accountancy</li> <li>• Costs evaluation</li> <li>• Investments evaluation</li> <li>• Raising capital, informal investment modality (venture capital and private equity)</li> <li>• The economic component of the business plan</li> </ul> <p><b>Part IV – Project management</b></p> <p><i>Week 4</i></p> <ul style="list-style-type: none"> <li>• What is project management?</li> <li>• Project life cycle</li> <li>• The project management context</li> <li>• The project environment</li> <li>• Role of the project manager</li> <li>• Project management process</li> </ul> <p><b>Part V – Leadership, human resource management and “soft skills”</b></p> <p><i>Week 5</i></p> <ul style="list-style-type: none"> <li>• Leadership and team building</li> <li>• Human resource management, from recruiting to selection and evaluation</li> <li>• Communication and negotiation</li> </ul> <p><b>Part VI – Business planning</b></p> <p><i>Week 6</i></p> <ul style="list-style-type: none"> <li>• Definition of the business idea</li> <li>• Business plan as a tool for managing and monitoring company’s performance</li> </ul>
<b>Duration/articulation</b>	<p>6 weeks, articulated in class-based activities and one-to-one coaching activities for fine-tuning the business propositions/plans.</p> <p>The class-based activities will be held each Mondays and Wednesdays (4 hours from 4 p.m. to 8 p.m ) and each Saturdays (6 hours from 8 a.m. to 12 or 2 p.m..) for 84 hours in total.</p> <p>The coaching activity will be realized through meetings on Tuesday and Thursday afternoons according to the needs of participants.</p>
<b>Teaching methods</b>	<p>Mix of classroom lectures, case studies, testimonials (e.g. business</p>

	angels, bank experts, representatives of different organizations from the entrepreneurship development sector) and personal consultancy/coaching/mentoring.
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