

# 3P0633 ENTREPRENEURSHIP OF SME'S



EVROPSKÁ UNIE  
Evropské strukturální a investiční fondy  
Operační program Výzkum, vývoj a vzdělávání

**MŠMT**  
MINISTERSTVO ŠKOLSTVÍ,  
MLÁDEŽE A TĚLOVÝCHOVY

# LECTURERS:

- Blanka Habrmanová
- Jana Müllerová
- Ondřej Dvouletý
- External lecturers

Date	Lecture 9:15-10:45	Seminar 11-12:30
9/18/2018	Introduction, business environment - Business Start-up	Teams, how to work in teams, how to prepare presentation
9/25/2018	Business environment in different countries: Knowledge and Experience Sharing	Searching for ideas, market analysis
10/2/2018	Verification of the business idea, market analysis, business models	business model, budget
10/9/2018	Entrepreneurship and SME policies	Entrepreneurship and SME policies
10/16/2018	Entrepreneurship and SME policies variety: Knowledge and Experience Sharing	Business Start-up
10/23/2018	Marketing	Marketing
10/30/2018	Entrepreneurial Finance	Crowdfunding, HitHit - Aleš Burger
11/6/2018	HR in SMEs	HR in SMEs
11/13/2018	Business Etiquette	Presentation
11/20/2018	Business Ethics	Presentation
11/27/2018	Michael Petrus – not confirmed yet	Presentation
12/4/2018	Dalibor Herbrich QuickJobs	Presentation
12/11/2018	final test, evaluation	Presentation

# WHAT TO DO:

final test	20	test will be based on the information from lectures and seminars
presentation	30	each for 10 points - sharing experience, presentation of business idea
seminar work	30	20 points for business idea presented with lean canvas, each part of lean canvas must be commented 10 points for second reading of seminar work and giving feedback
activities	20	10 points for being active during the seminars with presentation of business ideas

# HOW TO MAKE GREAT PRESENTATION

- Don't read it
- Well prepared – try it before, especially if the sound or video will be needed
- Keep the time limit (no more, no less)
- You are team – all members should have information and overview about the work

# PRESENTATION OF YOUR BUSINESS

	Points
Impression from your verbal and nonverbal communication	3
Graphic design of presentation	2
„Creativity“ of presentation	3
Answering questions from the audience	2
<i>Total</i>	<i>10</i>

# PRESENTATION FOR SHARING

	Points
Graphic design of presentation	3
Quality of information – new, resources	3
Quality of verbal and nonverbal communication	4

# FEEDBACK

- Must be send one week before presentation to all members of the team
- About 100 – 200 words, each member from the team is responsible for his/her own feedback – this is not a teamwork
- 10 points:
  - sending in time 3,
  - actively participate during the defense 4,
  - quality of the feedback 3



# WHEN AND WHERE

Into the INSIS – coursework submissions: special for seminar work, each presentation, feedback

Deadline for seminar paper is **6/11/2018 22:00**

Deadline for feedback at least 3 days before team will present it – send it to team and upload it

Deadline for shering presentation – on Monday till 10:00 upload into INSIS

# SEMINAR WORK

<b>Design of the work</b>	<b>2</b>
Executive summary	3
Table of lean canvas/business canvas/...	3
Why did you choose this method/way of presenting	2
Comments and details to each part of Lean Canvas	6
Ethics, sustainability, responsibility	4
<b>Total</b>	<b>20</b>

# **QUESTIONS, COMMENTS**

# INTRODUCE YOURSELF

- Name
- Country
- Any experience with entrepreneurship or any business idea
- One personality which could be useful for the teamwork

# HOW TO WORK IN A TEAM

- Shared responsibility – quality of content, deadlines, ethics
- All members know about all problems
- Work continuously, communicate
- Don't use anything unethical
- It is good to know each other and your role in team
- Planning - deadlines