
ACADEMIC COURSE

Developing a viable business



Level of course unit: Master (Online)

ECTS: 5

Language of Instruction: English

Course Dates:

• 24.10.2022 – 16.12.2022

Learning Outcomes:

The student is able to critically validate a potential business (development) idea together with stakeholders.

The student can apply the Lean methodologies and equivalent tools through an iterative process to improve the viability of the business (development) idea.

The student is able to develop commercialization plan for the validated business (development) idea.

The student is able to sell the validated business (development) idea to external stakeholders.

Course Contents:

- ✓ For the business (development) idea:
- ✓ Prototyping
- ✓ Validation
- ✓ Commercialization
- ✓ Finance and Risk
- ✓ Pitching

Contact Person for registration:

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Application Deadline: Until 7.10.2022

Available Spots: 10

Fee: No



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