
ACADEMIC COURSE

Discovering business opportunities



Level of course unit: Master (Online)

ECTS: 5

Language of Instruction: English

Course Dates:

• 22.8.2022 – 14.10.2022

Learning Outcomes:

The student is able to recognize new business opportunities and turn them into new business ideas or organizational development ideas.

The student is able to apply the Design and Lean methodologies and equivalent tools through an iterative process to improve the business idea.

The student is able to communicate/sell the business idea.

Course Contents:

- Understanding of business environment/context
- Business opportunity recognition and development of a business idea
- Application of Design Thinking and Business modelling tools
- Pitching

Contact Person for registration:

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Application Deadline: Until 5.8.2022

Available Spots: 10

Fee: No



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