

HSUP Semester II.

Course title: HSUP II. Hungarian Startup University Program

Course description, purpose of training:

HSUP is a two-semester e-learning course. The first semester focuses on innovative thinking and familiarizing yourself with the startup world, while the second semester provides you with practical knowledge on how to build a business.

Course prerequisites:

Only those students can apply who successfully completed the first semester of the HSUP course in the 2024/25 Academic Year.

Basic requirements for completing the course (see detailed descriptions below):

During the second semester, students may work **individually** or in a **team**. Students elected as **“Idea owners”** may assemble a team including themselves and 2 other HSUP students. Students are required to

- complete 5 Module-closing tests scoring min. 61% (all individual students and team members)
- participate at the ELTE HSUP Pitch Day + at least one other ELTE HSUP event, exact dates tbc (all individual students and team members)
- complete of Mid-semester report (“Idea owners” and team members only)
- participate at the ELTE HSUP Pitch training + deliver a pitch at the ELTE HSUP Pitch Day (“Idea owners” & their teams)
- participate at the mentoring sessions provided by HSUP as well as individual ones provided by ELTE (“Idea owners” & their teams)
- complete an end-semester Progress report and Team video (“Idea owners” only)

Topics covered (Module description):

1st Module: The Team

2nd Module: Business Planning

3rd Module: Investment and investors

4th Module: Softwares and tools for efficient operations

5th Module: Case studies in detail

Learning outcomes:

Students receive answers to key questions of building a successful startup enterprise, such as: “What makes a good team?” and “What skills does a leader need?”. They will be able to build a specific business plan ready to launch their businesses (and to be prepared for the need to adapt these plans flexibly). They will also be aware of what type of company structure is best suited for their type of business, how they should manage intellectual property within the company, what the formal and content requirements for important documents (e.g., articles of incorporation, investor agreements, etc.) are and what types of investments are available. They will also get acquainted with fundamental

software that helps track the efficiency of their activities and aids in understanding and managing subcontractors.

Required and recommended reading:

The mandatory reading of the course is the literature available on the e-learning platform, as well as the shared videos and audio materials.

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Teaching method: E-learning

Mid-term assessment (for teams only): Completion of a Mid-semester report

During the second semester, teams will be asked to complete a mid-semester report related to the implementation of the idea (expected in April). This is an important milestone for the teams, and the reports will show whether the teams are working well together and are on track to implement the idea. It also provides an opportunity to report if a team member is underperforming and not completing their assigned tasks. The mid-semester report will determine whether each team member remains eligible for the scholarship.

Final assessment and grades:

Students receive recommended grades based on the average score achieved at the Module-closing tests.

Points		Grade
0	60	1
61	70	2
71	80	3
81	90	4
91	100	5

At the end of each module, students complete a test that provides feedback on their progress. The final course grade is determined based on the results of these tests. The tests begin with selecting a scenario, upon which the system generates questions. Students must score above 61% to pass the test and proceed to the next module. Each module test can be taken once, with one opportunity to improve the grade. If both attempts are unsuccessful (scoring below 61%), the next module will automatically unlock. Importantly, the final score for each module is based on the most recent test attempt.

For teams, constant, active participation and the quality of the progress report (including the introductory video) also contribute to the final grade.