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Entrepreneurship and start-up management

Monday, 10 July 2023 09:00 (2h 15m)

- What is an entrepreneur?
- Approaches to the start-up phase
- The lean start-up approach in action

objectives:

1. A comprehensive overview of the features of entrepreneurial activities
2. An in-depth discussion of various approaches that individuals may adopt when they start a new venture
3. An application of the lean start-up approach to a business case

outcomes:

1. Knowing the economic function of entrepreneurship
2. Knowing the strengths and weaknesses of different patterns to the start-up
3. Being able to apply the principles of the “lean start-up” methodology to an entrepreneurial idea

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