



Internship II (SU-024) (PRAKTIKA II)

SUBJECT DESCRIPTION

Credits (ECTS)	10.00 ECTS
Assessment	pass/fail
Aim of the subject and short description	
<p>To enable the development of professional skills and allow knowledge to set in by undertaking activities related to the profession. Doing so from the perspective of a start-up entrepreneur, the practical module integrates acquired knowledge and basic skills in early validation of the customer problem, description and evaluation of the business model, social network development, user experience design, conceptual prototyping, company development plan creation, recruitment of co-founders, founding a company, functional prototyping, business idea, company and business model presentation, product solution validation, description and evaluation of target market strategies, preventive defense of intellectual property rights, usage of "Growth Hacking" marketing strategy and business development strategy for sharply increasing customer base. Student Implements social competencies in the development of their start-up company and during an internship at a software or service development company that is currently in growth-phase. Reflects on their training experience in a report and plans next steps for improvement of results.</p>	
Learning outcomes:	
<p>Student:</p> <ol style="list-style-type: none">1. Applies professional knowledge based on the best practices of start-up entrepreneurship.2. Implements social competencies in the development of their start-up company and during an internship at a software or service development company that is currently in development and growth-phase.3. Reflects on their training experience in a report and plans corrective actions.	