

## Creation of Innovative SME's (25D031)

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Taught by: **Professor Pier A. Abetti, Renesselaer Polytechnic Institute, Troy NY**  
in cooperation with HSE faculty of entrepreneurship

Since its establishment in 1994, Creation of Innovative SME's has become the leading course of new business development in Finland. Numerous students have been inspired by the course instructor, professor Pier A. Abetti, who is a globally renowned expert of new venture creation. This course takes a practical approach and teaches participants key issues need to evaluate and analyze the potential of an idea, and the steps to take it forward. In the course participants learn the new venture planning process, in which you can develop a plan of your own. The final plan is evaluated from the venture capitalist point of view by outside panel of judges.

### *Schedule:*

❖ 4 May – 27 May, 2010 Mon –Thu 9-12

<i>week:</i>	Mon	Tue	Wed	Thu
18	-	9-12	9-12	9-12
19	9-12	9-12	9-12	-
20	9-12	9-12	9-12	9-12
21	9-12	9-12	9-12	9-12

- ❖ 14 three-hour sessions (lectures, cases & presentations)
- ❖ 6 ECTS

### *Main topics:*

- ❖ New venture creation based on innovation
- ❖ Assessing the entrepreneurial team
- ❖ Critical factors of success and failure
- ❖ Preparation of business plans
- ❖ Managing growth-oriented business
- ❖ Financing and venture capital
- ❖ Multidisciplinary teamwork

*The course is offered to all university students in the Greater Helsinki area.*

Please register for the course before 20.4. by e-mail at: [matti.santala@hse.fi](mailto:matti.santala@hse.fi) For registering send your name, the name of your university, your e-mail address and phone number.

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