Eunice EUROPEAN UNIVERSITY

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EUROPEAN UNIVERSITY FOR CUSTOMISED EDUCATION

STUDY GUIDE

STARTUP BASICS: FROM IDEA GENERATION TO BUSINESS PLANNING

Organised by

University of Cantabria

b-tu Brandenburg University of Technology Cottbus - Senftenberg | UC Universidad de Cantabria | Università di Catania | Université Polytechnique Hauts-de-France | UMONS University of Mons | University of the Peloponnese | Vaasan yliopisto University of Vaasa

1. IDENTIFYING DATA.	
· Course Name.	Startup Basics: From Idea Generation to Business Planning
· Coordinating University.	University of Cantabria
· Partners Involved.	Centro Internacional Santander Emprendimiento (CISE)
· Course Field(s).	Entrepreneurship
· Related Study Programme.	N/A
· ISCED Code.	0413 – Management and administration
· SDG.	SDG 8 – Decent Work and Economic Growth SDG 9 – Industry, Innovation and Infrastructure
· Study Level.	N/A
· EUNICE Key Competencies	[Indicate the Key Competencies offered by the course.] Check the definitions here. ● Green – strongly ● Orange - moderately ● Red – partially ● Blank cell - not at all

Problem solving	
Teamworking	
Communication	
Self-management	
Cognitive flexibility	
Digital competence	
Technical competence	
Global intercultural competence	

· Number of ECTS credits allocated.	1 ECTS
· Mode of Delivery.	Online live

· Language of Instruction.	English
· Course Dates.	18/11/2026 -/12/2026
· Precise Schedule of the Lectures.	18/11/2026 – Module 1. Idea generation 25/11/2026 – Module 2. Business model 02/12/2026 – Module 3. Customers and channels 09/12/2026 – Module 4. Financial Plan 16/12/2026 – Module 5. Pitch
· Key Words.	Entrepreneurship; Idea generation; Business Model
· Catchy Phrase.	The perfect starting point for anyone interested in entrepreneurship, innovation and business creation
· Main Targeted Audience.	This course is primarily aimed at university students from all academic disciplines who are interested in developing entrepreneurial skills and exploring business creation as a potential career path. It is also open to recent graduates, early-career professionals, and other individuals wishing to gain a basic understanding of entrepreneurship, business models, customer identification, financial planning, and pitching. No previous knowledge of entrepreneurship is required.

· Prerequisites and co-requisites.	Students must have an accredited minimum English language proficiency level of B1 (CEFR). No other previous courses or specific academic prerequisites are required to enrol in this course.
· Number of EUNICE students that can attend the Course.	Maximum of 50 students.
· Number of EUNICE students that can attend the course per institution	N/A
· Course inscription procedure(s).	[Indicate the registration procedures if it differs from the standard EUNICE process]

2. CONTACT DETAILS.	
· Department.	EUNICE
· Name of Lecturer.	Andrea Pérez Ruiz, Lidia Sánchez Ruiz
· E-mail.	andrea.perezruiz@unican.es, lidia.sanchez@unican.es
· Other Lecturers.	Monika Marr; Paula Capparelli

3. COURSE CONTENT.

This course introduces participants to the fundamentals of entrepreneurship and business creation. Participants will learn how to generate and evaluate business ideas, design a business model, identify customers and channels, prepare a basic financial plan, and communicate their project through an effective pitch. The course is designed for beginners and combines practical tools and real-world examples.

4. LEARNING OUTCOMES.

Upon successful completion of the course, participants will be able to:

- Generate and assess business ideas.
- Understand the key stages of the entrepreneurial process.
- Design a basic business model.
- Identify target customers and distribution channels.
- Prepare a simple financial plan.
- Deliver an effective business pitch.
- Apply creativity, teamwork, and entrepreneurial thinking skills.

5. OBJECTIVES.

The course aims to:

- Introduce the key concepts and stages of the entrepreneurial process.
- Support participants in transforming ideas into viable business projects.
- Provide practical tools for business model design and planning.
- Develop participants' pitching and communication skills.
- Foster creativity, initiative, and entrepreneurial thinking.

6. COURSE ORGANISATION.

UNITS/MODULES

1.	Module 1. Idea generation
2.	Module 2. Business model
3.	Module 3. Customers and channels
4.	Module 4. Financial Plan
5.	Module 5. Pitch

LEARNING RESOURCES AND TOOLS.

Microsoft Teams or Zoom for synchronous online sessions.
Moodle for course materials, resources, and communication.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

Interactive lectures introducing key entrepreneurship concepts Practical exercises and case-based learning Group work on business idea development

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.
Assessment will be based on the development and submission of a business model canvas, individually or in groups (max 3 people/group). Participants will apply the concepts and tools introduced during the course, including opportunity identification, business model design, customer analysis, financial planning, and pitching. To pass the assessment, it is mandatory to attend at least 4 of the 5 course sessions and submit the Business Model Canvas (following the provided template). The submission deadline is December 22.
OBSERVATIONS.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.
The teaching is based on materials prepared by the professor that will be accessible on Moodle at the beginning of the course. A list of recommended readings will also be provided at the beginning of the course and accessible on Moodle

9. OTHER COMMENTS (IF ANY).