



**RIGA
GRADUATE
SCHOOL OF
LAW**

Course Outline

Course number	RBE341				
Course title	SSE Riga Business Lab 2023 Joint entrepreneurship course of the Stockholm School of Economics (SSE Riga), Art Academy of Latvia (LMA), and Riga Graduate School of Law (RGSL)				
Credit points	6 ECTS (4 LV KP)				
Total hours	160				
Contact hours	64				
Independent hours	96				
Course level	Bachelor				
Prerequisites	None				
Spots	11				
Category	Mandatory		Restricted elective	X	Free elective

COURSE RESPONSIBLE & TEACHERS

Name	Academic degree	Academic position
Viesturs Sosārs Course responsible, teacher	MBA, MD	Visiting Lecturer, SSE Riga
Daniel Melse Course responsible, teacher	BDes	Visiting Lecturer, SSE Riga & LMA
Inga Jekabsons Course contact for RGSL	Dr.sc.admin., LL.M, MBA	Visiting Professor & Researcher, RGSL
Guest teachers and speakers for academic year 2023/24 to be announced		

COURSE ABSTRACT

The SSE Riga Business Lab is a joint entrepreneurship course of the Stockholm School of Economics in Riga (SSE Riga), Art Academy of Latvia (LMA), and Riga Graduate School of Law (RGSL).

The SSE Riga Business Lab offers a demanding and rewarding hands-on learning experience for students who are interested in exploring entrepreneurship.

During this intensive team-based course you will turn an idea for a product or service into a business idea and develop and test a prototype. You will do this together with students from different universities in multidisciplinary teams.

The SSE Riga Business Lab is based on the famous Lean Launchpad methodology of the Stanford Graduate School of Business and is centred around practical, team-based activities of building and launching new products and services that customers need. Each week we will get together for team presentations as well as lectures and workshops on relevant topics such as customer development, research, prototyping, brand & communication, markets & pricing, funding, pitching, and team culture. Guest entrepreneurs from leading and up-and-coming start-ups will be invited for presentations and Q&As.

The SSE Riga Business Lab will equip you with valuable problem-solving skills, which you can apply in your future endeavours when starting a business or conducting other professional activities. The course will give you practical experience in building and launching a new product or service and will allow you to experience entrepreneurial activity as a career alternative to being employed. You will learn key theoretical concepts and relevant practical methodologies and tools. Through teamwork, you will learn together with and from other students and you will make new contacts.

GRADED COURSE ACTIVITIES

<i>Criteria</i>	<i>Weighting</i>
Team progress presentations (8 × 5% each)	40%
Final team presentation	15%
Jury pitch	15%
Prototype	10%
Test	10%
Peer-to-peer evaluation	10%

COURSE REQUIREMENTS

In order to pass the course, students need to earn a passing grade based on the graded course activities listed above. Attendance is mandatory. A grade reduction of 5% will be applied for each non-excused absence, starting from the second non-excused absence. Non-excused absence is non-attendance without a valid reason.

COURSE PLAN – MAIN SUBJECTS

No.	Main subjects	Planned hours
1	Ideation	10
2	Business modelling	10
3	Customer research: Problem/Need validation	15
4	Customer research: Solution validation (incl. prototyping)	20
5	Pitching	9