



Syllabus of the course

«Innovative entrepreneurship and management of start-up project»

Specialty	073 «Management»	
Study Programme	Logistics, Management of innovative activity, Business Administration	
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education	
Course status	elective	
Language	English	
Term	third year fifth semester or third year sixth semester or fourth year seventh semester	
ECTS credits	5	
Workload	Lectures – 24 hours. Practical studies – 12 hours. Laboratory studies – 12 hours. Self-study – 102 hours.	
Assessment system	Grading including Exam	
Department	Department of Management, Logistics and Innovation, auditorium 225, phone: (057) 702-02-65, website: www.kafmli.hneu.edu.ua	
Teaching staff	Lidiia MAZHNYK, PhD of Economics	
Contacts	lidiia.mazhnyk@m.hneu.edu.ua	
Course schedule	Lectures: according to the schedule Practical studies: according to the schedule	
Consultations	At the Department of Management, Logistics and Innovation, offline, according to the schedule, individual, PNS chat.	
Learning objectives and skills:		
students' assimilation of theoretical and methodological foundations and approaches to the management of start-up projects, formation of a system of theoretical knowledge and acquisition of professional competences regarding the development, analysis, implementation of innovative projects for financial support and sustainable functioning		
Structural and logical scheme of the course		
Prerequisites	Postrequisites	
-	-	
-	-	
Course content		
Content module 1. Innovative entrepreneurship and startup ecosystem. Problem-solving and business model search. Customer Discovery phase.		
Topic 1. Startup ecosystem and innovative entrepreneurship		
Topic 2. Basic principles of team formation, roles in a startup team		
Topic 3. Design thinking		
Topic 4. Validation of the startup idea		
Topic 5. Business model canvas		
Content module 2. Business model validation. Customer Validation phase. Getting to know the main tools for managing startups.		



Topic 6. Customer research. Preliminary market research. Validation of key hypotheses

Topic 7. Market evaluation. Analysis of competitors

Topic 8. Basics of marketing for startups and innovative entrepreneurship

Topic 9. Basics about investments, finance and legal features of startups

Topic 10. Presentation of a start-up. Pitch Deck

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: individual educational and research tasks, written control work, colloquium, essay.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.