



Syllabus of the course

«Innovative entrepreneurship and startup project management»

Specialty	D3 Management
Study Programme	D3.000.Management
Study cycle (Bachelor, Master, PhD)	The second (master's) level of higher education
Course status	Elective
Language	English
Term	The first year of the master's degree, second 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 Innovations auditorium 225 of the main building phone: (057) 702 02 65 (add. 3-02) website http://www.kafmli.hneu.edu.ua/
Teaching staff	Lidiia Oleksandrivna Mazhnyk, PhD in Economics, Associate professor
Contacts	L. O. Mazhnyk 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 Innovations, offline, according to the schedule , individual, PNS chat.
Learning objectives and skills: <i>assimilation by students of the theoretical and methodological foundations and approaches to management of startup projects, the formation of a system of theoretical knowledge and the acquisition of professional competences regarding the development, analysis, and implementation of innovative projects for financial support and sustainable functioning</i>	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
Macro- and microeconomics, Theory of organizations	Entrepreneurship in the online environment
Statistics, Higher mathematics, Management	
Marketing	
Strategic management	
Course content	
Module 1: <i>Innovative entrepreneurship and startup ecosystem. Problem-solving and business model search. Customer Discovery phase.</i>	
Topic 1. Startup ecosystem.	
Topic 2. Basic principles of team formation, roles in a startup team	
Topic 3. Design thinking. Identifying problems, empathy.	
Topic 4. Design thinking. Search and selection of ideas.	
Topic 5. Validation of the startup idea.	
Topic 6. Business model canvas. Introduction, problem and solution.	



Topic 7. Business model canvas. Client portrait, value proposition.

Topic 8. Customer research. Preliminary market research. Validation of key hypotheses.

Topic 9. Presentations of startup ideas.

Module 2: *Business model validation. Customer Validation phase. Getting to know the main tools for managing startups.*

Topic 10. Team dynamics

Topic 11. Minimum Viable Product (MVP)

Topic 12. Market evaluation. Analysis of competitors.

Topic 13. Basics of marketing for startups

Topic 14. Basics about investments, finance and legal features of startups.

Topic 15. Startup presentation. Pitch Deck

Teaching environment (software)

*Multimedia projector, Microsoft Office Excel table editor, 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: assignments on a particular topic; testing; presentations, and essay writing.

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.

Education seekers 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