

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

"APPROVED"

Deputy Rector
(vice-rector for scientific and pedagogical work)

Mykola AFANASIEV

Startup projects management

syllabus of the academic discipline

Field of knowledge	<i>All</i>
Specialty	<i>All</i>
Education level	<i>second (master's)</i>
Educational programs	<i>All</i>

Discipline status	<i>selective</i>
Language of teaching, studying and assessment	<i>english</i>

Head of Department
Management and Business

Tetyana LEPEYKO

Kharkiv
2020

APPROVED

at the meeting of the Management and Business Department

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**Sheet of renewal and re-approval
syllabus of the academic discipline**

Academic year	Date of the department meeting - developer of the syllabus	Protocol number	Sign of the Head of the department

Abstract of the educational discipline

The educational discipline " Startup projects management " belongs to the selective educational disciplines.

Modern processes of globalization and the development of communication technologies create many opportunities for the implementation of the most daring business ideas on a global scale. But statistics show that most of these ideas, even very promising, remain on paper, or attempts to implement them fail. This is due to the inability of entrepreneurs to correctly formulate and present the idea of their business, to find sources of its financing, to plan and organize the implementation of its business idea, taking into account the most critical requirements and risks. Consequently, professionals who plan to start their own business in the future or participate in corporate business development projects need to acquire key knowledge and skills in managing start-up projects.

Purpose of the discipline is formation of a system of theoretical knowledge and applied skills and skills for creating and managing startup projects

Characteristics of educational discipline

Course	1M
Semester	2
Number of credits ECTS	5
Form of final control	<i>Pass</i>

Structural and logical scheme of studying the discipline

Prerequisites	Postrequisites
Informatics	Graduate design
Information systems	
Management	
Marketing	

Competences and learning outcomes in the discipline

Competences	Learning outcomes
Ability to understand the role of entrepreneurial activity in modern business; to make a reasonable decision on expediency of business activity	To know the content, principles, legislative basis for conducting entrepreneurial activity
The ability to make a reasonable decision on the feasibility of introducing a start-up of the project	Be able to evaluate ideas for the start-up of the project and select the most acceptable by certain criteria
Ability to develop a business start-up plan with application packages	Know the stages of business plan development; Be able to develop a business plan
Ability to provide financing for the project	Know the types and benefits of investors; be able to choose the sources of investment in the project; be able to present a start-up project and enter into agreements with investors
Ability to control the implementation of the start-up of the project	Know the stages of project implementation; to know the indicators of project implementation efficiency; be able to calculate performance indicators for project implementation

The program of the educational discipline

Content module 1. Development and substantiation of the startup project

Topic 1. Fundamentals of entrepreneurship and entrepreneurial activity

1.1. *The essence of entrepreneurship and entrepreneurial activity* The essence of entrepreneurship as an economic category. Signs of entrepreneurship. The subject and object of

entrepreneurship. Functions and principles of entrepreneurial activity.

1.2. Types of entrepreneurial activity Legislative aspects of the organization of entrepreneurial activity. Founding documents of the subject of entrepreneurial activity. Forms and types of entrepreneurial activities and their characteristics.

1.3. Entrepreneurial environment. Internal and external business environment. Features of the formation of an effective business environment. Competition as a source of entrepreneurial activity.

Topic 2. Startup as a form of implementing an entrepreneurial idea

2.1. The essence of the entrepreneurial idea The content of the concept of "entrepreneurial idea". Sources of ideas.

2.2. Formation of the idea of a startup Methods for generating ideas for a startup. Design thinking for generating ideas. Criteria for evaluating and selecting ideas.

2.3. Features of the startup project The concept of "startup project": goals, features and limitations. The difference between the startup project and other projects. Types of startups. Startup business models: features and components. Model Lean Startup. Customer Development Concept.

Topic 3. Planning a startup project

3.1. Aims and concept of the project. Production of the project The concept of a business plan. Appointment of a business plan. Types of business plans. Structure of the business plan. Goals of the startup project. Prerequisites for developing a startup project. The idea of a startup project. Business model of the project. Horizon of planning. Characteristics of a product (service) of a startup project and its comparative advantages over analogues.

3.2. Market analysis analysis Establishing geographic market boundaries and changing them. Characteristics of the consumers of the project products. The person who decides to purchase the project. Trends in the development of demand for project products, factors that determine it. Determine the volume of actual sales and price situation on the market. Estimation of market capacity. Legislative regulation of the market. Analysis of the competitive situation on the market. Market infrastructure.

3.3. Marketing plan. Select a target segment. Marketing strategy. Competitive advantages of the product (service) of the project. Forecast of sales. Marketing complex. Marketing budget.

3.4. Operational Plan. Drafting the rules of the main business process. Determination of the need for premises, equipment, transport. Determination of the need for components, materials, energy carriers, characteristics and contact details of suppliers, availability of contracts.

3.5. Organizational plan. Organizational and legal form of project implementation. Taxation and reporting system. Network schedule for project implementation at pre-operational phase (startup). Assessment of the ability of management personnel to lead the project. Select a mode of operation. Organizational structure and staffing of the project. Project team motivation system. Staff requirements, job descriptions. Personnel recruitment and training plan.

3.6. Financial plan. Determination of sources, conditions and drawing up of the project financing schedule. Determine the cost structure. Budgeting revenue and expenses. Definition of break-even point. Calculation of project efficiency indicators.

3.7. Risk Management. Analysis of the sensitivity of the project. Risk reduction measures.

3.8. Making a business plan. Drafting a summary of the project. Making a business plan. Protecting your business plan.

Content module 2. Implementation and control of the startup project

Topic 4. Financing startup project and attracting investment

4.1. Selection of project financing sources. Sources of business financing. Requirements and criteria for selecting funding sources.

4.2. Ways of attracting investments. Investor and its characteristics. Types of investors: bootstrapping, crowdfunding, venture capitalists, business angels, seed investments, private equity investors. Ways to find investors. Investment attractiveness of startups.

4.3. Presentation of a startup project for investors. Investment planning. Ways of submitting a project to investors. Types of presentations. Developing a presentation: basic aspects and rules. Structure of the presentation. Elevator pitch

4.4. Negotiations with the investor. Writing a Term Protocol (Term Sheet). Drawing up an

investment agreement. Major mistakes in project positioning and investment agreements.

Topic 5. Management of implementation of the startup project

5.1. *Implementation of the startup project.* Life cycle of the startup project. Tools used for project implementation (MS Project). Marketing tools for implementation of the startup project.

5.2. *Project monitoring.* Essence and types of control. Methods of control. Reporting on implementation of the startup project. Changes in the project. Analysis of project management experience and its use for future projects.

5.3. *Managing startup projects.* Principles of startup management. Criteria for the success of the startup project.

The list of practical (seminar) classes, as well as questions and tasks for independent work is given in the table "Rating-plan of the educational discipline"

Teaching and instruction methods

The main method of teaching the discipline is an explanatory-illustrative method, which is a tool for studying theoretical material, all lectures are presented in the form of presentations using Microsoft PowerPoint. To achieve competencies and learning outcomes, the following methods are also used: discussions (topic 1 - topic 5), presentations (topic 2 - topic 5), illustrations (topic 1 - topic 5), individual group tasks (topic 2 - topic 5)

Assessment system of learning outcomes

University uses a cumulative (100-point) system.

Current control, which is carried out during the semester during lectures, practical, seminar classes and is estimated by the amount of points scored (maximum amount - 100 points; the minimum amount that allows a student to get credit - 60 points).

final / semester control, which is carried out in the form of semester differentiated credit, according to the schedule of the educational process.

The current assessment of applicants' knowledge takes place during practical and laboratory classes and tasks.

Practical and laboratory classes:

the maximum number of points during practical classes is 7 points, provided that the group task on topic 2 is completed. Each member of the group is evaluated;

writing tests for the course will allow you to get 30 points and provides two tests for 15 points each. The test consists of test tasks on topic 4 and topic 5, as well as practical tasks on these topics.

Independent work includes search, selection and review of literary sources on a given topic, preparation for tests, individual group tasks, preparation of presentations on the results of laboratory work. The maximum number of points obtained for independent work is 63. The results of independent work are checked and evaluated during the classroom current control - reports, presentations and written works.

Final / semester control of students' knowledge and competencies in the discipline is carried out in the form of a semester differentiated test, the task of which is to check the student's understanding of the program material as a whole, logic and relationships between individual sections, ability to creatively use accumulated knowledge. problems of academic discipline, etc.

During the semester control in the form of a differentiated test, the final number of points in the discipline (maximum - 100 points) is defined as the sum of (simple) points for the results of the student's success in the current control.

A student should be considered certified if the sum of points obtained as a result of the final / semester examination is equal to or exceeds 60.

Grade scale: national and ECTS

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, course project (work), practice, training	for pass
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	not passed

Rating-plan of the educational discipline

Topic	Forms and types of education		Forms of evaluation	Max points
Topic 1.	<i>Classroom work</i>			
	Lecture	Topic 1. Fundamentals of entrepreneurship and entrepreneurial activity	Participation in the discussion	0
	Practice	Business team building game	Business game	0
	<i>Individual work</i>			
Questions and tasks for the individual work	Search, selection and review of literature on a given topic		0	
Topic 2.	<i>Classroom work</i>			
	Lecture	Topic 2. Startup as a form of implementing an entrepreneurial idea	Participation in the discussion	0
	Practice	Presentation of business ideas	Presentation	7
	Laboratory lesson	Drawing up a business model of a startup project	The results of laboratory work	0
	<i>Individual work</i>			
Questions and tasks for the individual work	Search, selection and review of literature on a given topic		0	
	Presentation of a business model	Presentation	8	
Topic 3	<i>Classroom work</i>			
	Lecture	Topic 3. Planning a startup project	Participation in the discussion	0
	Practice	Planning and organizing consumer surveys	Participation in the discussion	0
	Laboratory lesson	Create a survey to survey consumers using the Google form	The results of laboratory work	
	<i>Individual work</i>			
Questions and tasks for the individual work	Search, selection and review of literary sources on a given topic			
	Presentation of consumer survey results	Presentation	15	
Topic 4	<i>Classroom work</i>			
	Lecture	Topic 4. Financing startup project and attracting investment	Participation in the discussion	0
Laboratory lesson	Development of a financial model for project start-ups	The results of laboratory work	0	

Topic	Forms and types of education		Forms of evaluation	Max points
		Test work topic 4	Test work	15
	<i>Individual work</i>			
	Questions and tasks for the individual work	Search, selection and review of literary sources on a given topic, preparation for a test on the topic 4		
Topic 5	<i>Classroom work</i>			
	Lecture	Topic 5. Management of implementation of the startup project	Participation in the discussion	0
	Laboratory lesson	Development of a business plan for a startup project	The results of laboratory work	0
		Test work topic 5	Test work	15
	<i>Individual work</i>			
	Questions and tasks for the individual work	Search, selection and review of literary sources on a given topic, preparation for a test on the topic 5		
		Presentation of a startup project	Presentation	40

Recommended books and resources

Main

1. Афанасьев М. В. Управление проектами: навч.-метод. посіб. / Харківський національний економічний університет. – Х. : ІНЖЕК, 2007. – 271 с.
2. Верещагіна Г. В. Управление инновационными проектами: конспект лекцій / Г. В. Верещагіна. – Х. : ХНЕУ, 2010. – 127 с.
3. Гонтарева І. В. Управление проектами: підручник / Харківський національний економічний університет. – Х. : ХНЕУ, 2011. – 443 с.
4. Text book: Startup projects management/ А. В. Котлик, К. Р. Немашкало, // course page on the PNS Simon Kuznets Kharkiv National University of Economics. – Режим доступу: <https://pns.hneu.edu.ua/course/view.php?id=4695>

Additional

5. Blank S., Dorf B. The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company / S. Blank, B. Dorf. – K&S Ranch Publishing LLC, 2012 – 574 p.
6. Blank S. The Four Steps to the Epiphany: Successful Strategies for Products that Win / S. Blank., – Lulu Enterprises Incorporated, 2003 – 281 p.

Information resources

7. Inc.startup. – Режим доступу: <https://www.inc.com/startup>
8. Startup management. – Режим доступу: <http://startupmanagement.org>
9. Guillebeau C. The \$100 startup : reinvent the way you make a living, do what you love, and create a new future / C. Guillebeau – Access mode: <https://manageo.io/wp-content/uploads/2018/08/The-100-Startup.pdf>
10. Kotlyk A. Startup projects management // course page on the PNS Simon Kuznets Kharkiv National University of Economics. – Режим доступу: <https://pns.hneu.edu.ua/course/view.php?id=4695>