



Syllabus

Technologies for developing and managing START-UP projects

Higher education degree - bachelor
Field of knowledge - 29 International relations
Specialty - 293 International Law
Educational and Professional Program - International Law

Study year – 4 Semestr – 7
Number of credits: 5, Language of study: english

Head of the course:

Doctor of economic sciences, professor Lesia BUYAK

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Description of the discipline

The proposed course is primarily applied, as it is designed to help students develop their own business idea using the lean startup methodology and acquire the appropriate skills to start and develop a business. The course covers the management of the initial stages of the business life cycle and integrates the study of economic, managerial, psychological, and technical tools.

Purpose and objectives of the discipline: to familiarize students with the approaches and technologies of startup management and to develop skills in applying practical tools for creating and managing startups.

Course structure

№	Topic	Learning outcomes	Control measures
1	Introduction. The concept and nature of startups	Understand the concepts of entrepreneurship and startup. Understand the life cycle of a startup. Know the success stories and visions of modern startups.	Tests, surveys
2	Finding an idea	Understand the creative process Develop design thinking Be able to formulate ideas Ability to prototype and test ideas	Tests, surveys
3	Product and value	Ability to define value as a product characteristic Ability to form the outline of a value proposition. Unique selling proposition USP	Tests, surveys, practical assignment
4	Market and target audience	Understand the concepts of: market and competition, target audience and market segmentation Ability to conduct consumer research. Ability to assess the market for a startup	Tests, surveys
5	Business model	Understand the concept and know the structure of a business model. Be able to create a business model outline. Know the types of business models. Ability to formulate business models for a startup	Tests, surveys
6	Startup finances	Know the life cycle and financing of the project. Understand the structure and dynamics of costs. Be able to make revenue forecasts and pricing policy. Ability to attract investments.	Tests, surveys, essays
7	Startup brand management	Know the concept and understand the role of the brand. Be able to implement the brand management process. Create a brand identity. Ability to promote a startup brand.	Tests, surveys, practical assignment

8	Team management and startup presentation	Ability to build a team. Project management skills. Management and leadership skills. Startup presentation skills.	Tests, surveys, essays
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Literary sources

1. Blank S., Dorf B. How to build a successful company. K.: Nash format, 2019. 512 c.
<https://www.youtube.com/watch?v=bxBBPejUmWI>
2. Gavrysh OA, Boyarinova KO, Kopishynska KO Development of startup projects: Lecture notes: a tutorial. Igor Sikorsky Kyiv Polytechnic Institute. Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, 2019. 188 c.
https://ela.kpi.ua/bitstream/123456789/29447/1/Rozrobka_startupproektiv_Konsp.lekts.pdf
3. Gavrysh OA, Boyarynova KO, Kravchenko MO Startup management: a textbook for higher education students in economic specialties. Kyiv: KPI Igor Sikorsky Kyiv Polytechnic Institute, Polytechnic Publishing House, 2020. 716 c.
4. Determinants of success and divergent aspects of the development of startup companies in the global business environment. Business Inform. 2021. № 8. C. 6-12.
5. Dergach A. V. Mechanism for managing the activities of startups. Economy and state. 2021. № 8. C. 79-84.
6. Sources of funding for venture capital startups in the context of COVID-19. Economy of Ukraine. 2022. № 4. C. 37-49.
7. Strategy for the development of startup entrepreneurship in Ukraine, taking into account the experience of Germany. Strategy of economic development of Ukraine. 2021. Issue 49. C. 34-53.
8. Kuznetsova N. V. Research and forecasting of the success of Kickstarter platform startups. System research and information technology. 2019. № 3. C. 18-32.
9. Morozov V. V. Models of development of startup projects based on game theory. Management of the development of complex systems. 2021. Issue 47. C. 32-40.
10. Osterwalder A., Pinier I. Building business models. A handbook for strategists and innovators K.: Nash format, 2018. 288 c.
11. Osterwalder A., Pinier I., Bernard G. Developing value propositions. K.: Our format, 2018. 324 c
12. Rice E. Startup without mistakes. A guide to creating a successful business from scratch. Kharkiv: Vivat, 2018. 368 c.
13. Skoryk G.I.. Development of startups in Ukraine: problems and prospects. Bulletin of Khmelnytsky National University. Economic Sciences. 2021. № 6(1). C. 65-69.
14. Creativity as the basis for the development of innovations and the key to success in the creation and implementation of startup projects. Bulletin of the National University of Water and Environmental Engineering. Economic Sciences. 2021. Issue 2. pp. 223-230.
15. Tarayevska L. S. Ecological startups in the fashion industry. Actual problems of regional economic development. 2021. Issue 17(2). C. 273-281.

16. Startups in the IT sector. Their signs and stages, Ukrainian and foreign experience. International scientific journal "Internauka". 2020. № 18(2). C. 40-45.
17. Ferguson L. A Business Model for Success – and for Good : Interview with Neil Blumenthal. Tufts Now. 2019. April, 4. URL: <https://now.tufts.edu/articles/business-model-success-and-good>
18. Graham P. Startup equals Growth : Want to Start a Startup? URL: <http://www.paulgraham.com/growth.html>
19. Minimum Viable Product: A Proven Methodology to Maximize Return on Risk. SyncDev. URL: <http://www.syncdev.com/minimumviable-product>
20. Startup Investment And Innovation In Emerging Europe. EastWest Digital News Investigation. 2018. February URL: http://www.ewdn.com/files/cee_report.pdf

Evaluation policy

- Policy on deadlines and rescheduling: Rescheduling of modules takes place with the permission of the dean's office if there are good reasons (for example, sick leave).
- Academic Integrity Policy: Copying during tests and exams is prohibited (including using mobile devices).
- Attendance Policy: Attendance is a mandatory component of assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

Evaluation

The final grade for the course is calculated as follows:

Credit module 1	Credit module 2	Credit module 3	Total
30	40	30	100%
1. Oral questioning during the class (4 topics of 5 points each - 20 points) 2. Module test - 80 points	1. Oral questioning during classes (4 topics of 5 points each - 20 points) 2. Module test - 80 points	Preparation of the CPIT - max. 40 points. Defense of the CPIT - max. 40 points Participation in trainings - max. 20 points	

Student evaluation scale:

ECTS	Marks	Content
A	90-100	excellent
B	85-89	good

C	75-84	good
D	65-74	satisfactorily
E	60-64	enough
FX	35-59	unsatisfactory with the possibility of reassembly
F	1-34	unsatisfactory with a mandatory repeat course