

SYLLABUS

INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL
OF BUSINESS



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Course Name 

 Startup management

Lecturer (s) 

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Lecturer's profile 

 <https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#zzz-014>

Consultations

online consulting



offline consulting

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Discipline page 

 <https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protseesu/robochi-prohramy/bakalavrat>

Form of final control

test

def. test

exam





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1 Brief discipline annotation

Subject matter of the academic discipline: a startup as a form of risky entrepreneurship related to the creation of an innovative format of entrepreneurial activity and management of the development of a newly established enterprise. The rapid spread of startups as a special organizational structure aimed at developing and implementing high-tech innovative products is becoming an iconic trend in modern business. The startup market is rapidly developing all over the world, including Ukraine.

2 Background for studying discipline

The study of the academic discipline is a startup as a form of risky entrepreneurship related to the creation of an innovative format of entrepreneurial activity and management of the development of a newly established enterprise.

3 Goal and objectives of the discipline

The goal of the discipline is to build a system of theoretical knowledge concerning the holistic understanding of the organization and management of the process of implementation of a startup project, acquisition of the necessary practical skills and abilities to launch and manage startup projects.

Key objectives of the Startup management discipline:

- to learn the theoretical foundations of organizing entrepreneurial activity and implementing entrepreneurial projects;
- to learn the basics of developing innovative projects and their presentation;
- to master the basic principles of bringing startup projects to the investment stage that largely determines the success of their implementation;
- to define an efficient marketing program for startup projects using innovative technologies for their Internet promotion;
- to master the principles and methodological tools for managing the implementation of startup projects, in particular, studying the principles of attracting investments (from business angels, venture capital funds, collective investments based on crowdfunding) provided by specialized Internet and crowdfunding platforms.

4 Learning outcomes

- PLO 3. To show knowledge of theories, methods and functions of management, contemporary leadership concepts.
- PLO 4. To show skills in defining problems and grounding managerial decisions.
- PLO 5. To describe the content of functional areas of organization operations.
- PLO 6. To define skills in finding, collecting and analyzing information, calculating criteria for grounding managerial decisions.
- PLO 7. To determine organization design skills.
- PLO 8. To apply management methods for ensuring efficient organization operations.
- PLO 18. To identify ecological and economic and legal consequences of enterprise functioning in the context of social steady development.
- PLO 20. To show skills in applying information, communication and innovative technologies.

5 ECTS credits

3 ECTS credits / 90 academic hours

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Discipline structure

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		1	p	lab.	ind.	i.w.		1	p	lab.	ind.	i.w.
1	2	3	4	5	6	7	8	9	10	11	12	13
Content section 1. Theoretical principles of economic analysis												
Topic 1. Theoretical foundations of the development of startups as an innovative form of entrepreneurship.	10	2	2	-	-	6	9	1	-	-	-	8
Topic 2. Basics of forming the idea of a startup.	8	1	1	-	-	6	9	-	1	-	-	8
Topic 3. Startup infrastructure, its key aspects.	8	1	1	-	-	6	8	2	-	-	-	8
Topic 4. Marketing research of the project.	7	1	1	-	-	5	8	-	-	-	-	8
Topic 5. Business planning of the startup project.	8	1	1	-	-	6	8	-	-	-	-	8
Topic 6. Evaluation of startup project efficiency.	7	1	1	-	-	5	9	1	-	-	-	8
Total per content section 1	48	7	7	-	-	34	51	2	1	-	-	48
Content section 2. Analysis of economic activity (management analysis)												
Topic 7. Life cycle stages and financing of startups.	10	2	2	-	-	6	7	1	-	-	-	6
Topic 8. Communication and presentation of the	7	1	1	-	-	5	6	-	-	-	-	6
Topic 9. Promotion and commercialization of the startup.	8	1	1	-	-	6	8	-	-	-	-	8
Topic 10. Risk analysis and management of the startup project.	7	1	1	-	-	5	9	-	1	-	-	8
Topic 11. Management of startup teams and business partners.	10	2	2	-	-	6	9	1	-	-	-	8
Total per content section 2	42	7	7	-	-	28	39	2	1	-	-	36
Total hours	90	14	14	-	-	62	90	4	2	-	-	84



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List of obligatory tasks

1. Theoretical foundations of the development of startups as an innovative form of entrepreneurship.
2. Basics of forming the idea of a startup.
3. Startup infrastructure, its key aspects.
4. Marketing research of the project.
5. Business planning of the startup project.
6. Evaluation of startup project efficiency.
7. Life cycle stages and financing of startups.
8. Communication and presentation of the project.
9. Promotion and commercialization of the startup.

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List of selective tasks

1. Concept of innovation activity.
2. Varieties of types of innovative activity.
3. Areas according to the strategic orientation of innovative development.
4. Area of innovative development of the enterprise from the marketing positions.
5. Models of entrepreneurship.
6. Factors contributing to the development of innovative entrepreneurship.
7. Stages of entrepreneurship as a process.
8. Principles of state innovation policy according to the Law of Ukraine "On Innovation Activity".
9. State regulation of innovative activity.
10. Prerequisites for the rapid growth of the startup.
11. Concept of a venture capital fund and a business angel.
12. Concept of a business incubator and its main functions.
13. Models of crowdfunding platforms.

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Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
1st semester	7th semester	available	4th year	Professional training

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Assessment system and requirements. General system of discipline assessment

As part of discipline teaching, one carries out current and final control of students' knowledge. The final grade in the form of a test is given according to the total rating of students.

QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>



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11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the test is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of a test is carried out after learning all the topics of the discipline, during the examination session.

QR Code: <https://ieu.edu.ua/docs/050.pdf>

12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, group work and discussion seminars.

During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

QR Code: <https://ieu.edu.ua/docs/050.pdf>



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14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code:
<https://ieu.edu.ua/docs/011.pdf>

15 Recommended sources of information

Primary (basic) literature:

1. Management of startup projects: Educational and methodical complex of the discipline [Electronic resource]: study guide for 073 Management students / Igor Sikorsky Kyiv Polytechnic Institute ; compiled by K. O. Boiarynova. – Electronic text data (1 file: 5.85 MB). – Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, 2020. – 153 p.
2. Startup project management: textbook for Master's students of technical specialties / O. A. Havrysh, V. V. Derhachova, M. O. Kravchenko et al.; Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, Polytechnic Publishing House, 2019. 337 p.
3. Hrynychtskyi V.I. Enterprise economics: study guide / V.I. Hrynychtskyi, E. T. Karapetian, B.V. Pohrishchuk. – 2nd edition, revised and supplemented. – K.: Center for educational literature, 2012. – 304 p.
4. Humennyk V.I. Management of organizations: study guide / V.I. Humennyk, Y.S. Kopchak, O.S. Kondur. – K.: Znannia, 2012. – 503 p. – (Higher education of the 21st century).
5. Zaitseva O.O., Bolotyniuk I.M. E-business: study guide / Science editor: N.V. Morze. – Ivano-Frankivsk: Lileya-NV, 2015. – 264 p.
6. Kikib O.M. Business theory: study guide / O.M. Kikib, K.V. Belousov. – K.: Alerta, 2012. – 256 p.
7. Eric Ries. Startup without mistakes. A guide to creating a successful business from scratch. – Kh.: Vivat, 2018. – 368 p.
8. Peter Thiel. Zero to One: Notes on Startups / translated from English by Roman Obukhiv. Nash Format, 2015. – 232 p.

Additional literature:

1. Vasylichuk I. Crowdfunding and crowdinvesting as financial innovations / I. Vasylichuk // Securities Market of Ukraine. – 2013. – No. 11-12. – P. 59-67.
2. Herneho Y. Crowdfunding as a tool for innovative economic development / Y. Herneho // Anti-crisis management of the Ukrainian economy: new challenges: Materials of the 3rd International Scientific Internet Conference, December 15-17, 2015. – Kyiv: KNEU, 2015. – P. 25-29.
3. Kravchenko M.O. Development of a startup company based on a collaborative approach // Intellect XXI: Scientific Economic Journal. - 2016. – 5th edition. – P. 75-79.
4. Kurchenko O.O. State support of startups: Polish experience, lessons for Ukraine // Problems of science. – 2015. – No. 12. – P. 25-30.
5. Petrushenko Y.M., Dudkin O.V. Crowdfunding as an innovative tool for financing projects of social and economic development // Marketing and management of innovations. – 2014. – No. 1. – P. 172-182.
6. Salikhova O.B. State policy in nanoscience and nanotechnology in Ukraine with regard to EU guidelines // Economics and forecasting. – 2014. – No. 3. – P. 121-136.
7. Babii L. Competition in international business: study guide / L. Babii. – K.: KROK University of Economics and Law, 2010. – 152 p.
8. Babii L. Strategies of European companies on global markets: study guide / L. Babii. – K.: KROK University of Economics and Law, 2010. – 124 p.
9. Balabanova L.V. Marketing: Textbook / L.V. Balabanova. – 3rd edition, revised and supplemented – K.: KNEU, 2011. – 543 p.
10. Bondarchuk Y.V. Business security: organizational and legal foundations: scientific and practical guide / Y.V. Bondarchuk, A.V. Marushchak. – K.: Skif; KNT, 2008. – 369 p.
11. Brovkova O.H. Strategic management: study guide / O.H. Brovkova – K.: Center for educational literature, 2012. – 224 p.



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Recommended sources of information

12. Varnalii Z. S. Fundamentals of entrepreneurship: study guide. 3rd edition, revised and supplemented / Z. S. Varnalii. – K.: Znannia, 2006. – 330 p.
13. Voichak A.V. Marketing management: Textbook / A.V. Voichak – K.: KNEU, 2009. – 328 p.
14. Hoi I.V. Entrepreneurship: study guide / I.V. Hoi. – K.: Center for educational literature, 2013. – 368 p.
15. Hrehhov A.M. Electronic business (E-commerce): study guide / A.M. Hrehhov. – K.: Condor, 2008. – 302 p.
16. Zakharchyn H.M. Fundamentals of entrepreneurship: study guide / H.M. Zakharchyn – K.: Znannia, 2008. – 437 p.
17. Ivaniuta S.M. Entrepreneurship and business culture: study guide / S.M. Ivaniuta, V.F. Ivaniuta – K.: Center for educational literature, 2007. – 288 p.
18. Krush P.V. Fundamentals of entrepreneurship: study guide / P.V. Krush, V.I. Podvihina. – K.: KNT, 2009. – 64 p.

Information resources:

1. Startups beginning without clear goals make more money // Electronic resource. – Available at: <http://news.finance.ua/ua/news/-/411243/startapy-yaki-pochynayut-bez-chitkyh-tsilej-zaroblyayut-bilshe>.
2. The mind of Ukraine. Top 10 Ukrainian startups of the year // Electronic resource. – Available at: http://espresso.tv/article/2016/12/29/top_ukrayinskykh_startapiv_2016.
3. Official website of CHITALKA student electronic library // Electronic resource. – Available at: <http://chitalka.info>.
4. Official website of the online library of educational and scientific literature // Electronic resource. – Available at: <https://eduknigi.com>.
5. Website of the textbook electronic library // Electronic resource. – Available at: <http://studentam.kiev.ua>.

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Tips on successful study during the course

f you want to succeed in this discipline, you should be:

- **persistent, attentive and curious;**
- **creative, cheerful, and open to communication and discussions;**
- **ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.**

See you at classes!