

SYLLABUS

INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL
OF BUSINESS

Startup management

2024-2025



SYLLABUS



Course and educational program	Startup Management Management EP
Course description	This discipline is the founding of a company as a form of high-risk entrepreneurship related to the creation of an innovative form of business activity and management development of a newly established company. The rapid spread of start-ups as is becoming a significant trend in the modern economy as a special organizational structure aimed at the development and implementation of an innovative high-tech product.
Prerequisites for studying	The subject of the discipline is the start-up as a form of risky of risky entrepreneurship associated with the creation of an innovative format of entrepreneurial activity and management of the development of a newly created newly created enterprise.
Number of credits/hours	3 ECTS credits / 90 academic hours
Learning format	Blended learning
Classroom location	https://classroom.google.com/c/NzI0MzM3NjA3NjM0
Lecturer's full name	Panchenko Olha , PhD, Associate Professor at the Department of Management, Finance and Business Administration
Department	Department of Management, Finance and Business Administration: 
Office location	42V Akademika Hlushkova Ave., Kyiv, room 511
Consulting	Every Tuesday from 2 p.m. to 3:30 p.m. by appointment via corporate e-mail
Lecturer's e-mail address	olhapanchenko@ie.u.edu.ua
Course objectives	Formation of a system of theoretical knowledge on the holistic understanding of the organization and management of the start-up project implementation process, acquisition of the necessary practical skills and abilities to create and manage start-up projects.
Role of the academic	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

<p>discipline in achieving program learning outcomes</p>	<p>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.</p>
<p>Learning outcomes</p>	<p>After mastery of the discipline, the student should <i>know</i>:</p> <ul style="list-style-type: none"> - the nature and stages of the creation of a start-up company; - basic concepts of start-up project development; - methods of presenting a start-up project to stakeholders; - methods of implementing a start-up project; - models of start-up project implementation; - types and forms of start-up implementation and financing; - ways of promoting start-ups; - methods of evaluating business start-ups. <p>Be able to:</p> <ul style="list-style-type: none"> - generate creative ideas; - evaluate and select innovative ideas for implementation in the form of a start-up; - build a project team; - build partnerships and conduct business negotiations; - choose effective forms of raising capital; - defend the interests of their business to investors; - present business ideas to investors, suppliers and consumers; - choose the right audience and means of communication; - promotion of the project on the Internet; - develop social responsibility and loyalty programmes.
<p>Course content</p>	<p>Topic 1. Theoretical basis for developing start-up as an innovative form of entrepreneurship Topic 2. Launching a startup: Idea development and key infrastructure elements Topic 3. Marketing research of a startup project Topic 4. Start-up project business planning. Topic 5. Technologies for financing start-up projects and their risks</p>

Books and materials	<ol style="list-style-type: none"> 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. Kolyada, T. V. Startups in Ukraine: A Guide for Entrepreneurs. Kyiv: Logos Publishing, 2021. 248 p. 3. Semenchenko, A. I. Startup Management: Modern Approaches and Methodologies. Kharkiv: Millennium Publishing, 2020. 320 p 4. Graham, P. How to Start a Startup: Lessons from Y Combinator. San Francisco: Stripe Press, 2023. 280 p. 5. Aulet, B. Disciplined Entrepreneurship Workbook: A Step-by-Step Guide to Building a Great Company. Hoboken: Wiley, 2020. 320 p.
Technical requirements for the course	<p>To work on the Startup management course, you need regular access to a computer (or phone) and the Internet.</p> <p>In order to successfully study and pass the course exam, you should first explore the distance learning platform (Google Classroom) and study all folders that already contain or will contain information or materials for the course. You will also have to download and create documents, watch videos, or create them.</p> <p>You can use distance platforms only using corporate e-mail.</p> <p>If you are unable to attend the course, you should notify the Dean’s Office or your class representative or the course lecturer directly.</p>
Learning process	<p>The Startup management course consists of lectures and practical classes.</p> <p><u>Lectures</u> use the following training methods: <i>lecture, conversation lecture, discussion, discussion of problematic issues, demonstration, analysis of various situations according to the lecture topic.</i></p> <p><u>Practical classes</u> use the following training methods: <i>questioning, testing, performing individual and team tasks, case studies, preparing reports and presentations, performing analytical and calculation works, solving specific problems and situations, brainstorming.</i></p> <div style="text-align: center; margin-top: 20px;">  </div>

Discipline features	Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective
	1 semester	7 th semester	available	4 th year	Professional training
Assessment policy	You will have various ways to show your knowledge and skills during the semester. This includes how you attend classes, how and what you contribute to class discussions, how you perform and submit practical tasks and tests on time, how you perform independent work tasks, as well as your ability to present your report. Additionally, you have the opportunity to complete an individual research task performed individually or in a small group in the form of a student research paper.				
	Activities during the semester			Maximum amount of points during the semester	
	Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)			15	
	Reports with presentation (3 pcs.)			10	
	Tests (4 pcs.)			10	
	Modular test work (2 pcs.)			15	
	Individual research task (admission to the test)			10	
	Total			60	
Grading scale	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 exam 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 exam (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 an exam is carried out after learning all the topics of the discipline, during the examination session.				
	The overall final grade in points according to the national and ECTS scales is put into the examination and test register, academic card and credit book of students.				
National and ECTS grading scale					
Sum of points for all types of educational activities	ECTS grade	Grade according to the national scale			
		for exam, term paper, practical training		for Pass/Fail test	
	90-100	A	excellent		pass
	82-89	B	good		
74-81	C				

	66-73	D	satisfactory	
	60-65	E		
	30-59	FX	fail with possible repeated pass	fail with possible repeated pass
	1-29	F	fail with obligatory repeated learning of the discipline	fail with obligatory repeated learning of the discipline

QR Code:



How to find out your grade

To check your grades for tasks and read your lecturer's comments, you should check appropriate tabs on Moodle distance learning platforms. You can also obtain information about your grades directly from the course lecturer via corporate e-mail or by appointment on consulting days (room 511).

Course 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. 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.

	<p>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.</p> <p>QR Code:</p>  <p>All participants in the educational process rely on the academic integrity principles.</p> <p>QR Code:</p> 
<p>Late task performance, correction of grades, making up missed classes</p>	<p>Tasks should be submitted via Google Classroom by the deadlines stipulated in the course schedule on our website. Most tasks should be performed by 9 a.m. on the day of the next class to coordinate them with the course content and group activities. It is best practice to perform tasks as soon as possible after receiving them so that you have enough time to take an active part in the class.</p> <p>If you need more time to perform the task, flexible deadlines are available. Completed tasks will be accepted until full credit until the last scheduled class in the discipline. Afterwards, the 40% partial credit based on the grade will be awarded within a week after the last day of class. Tasks that are not submitted at all will receive 0.</p> <p>If you are going to miss classes for more than one week due to illness or other reasons, please contact your lecturer to arrange alternative options for performing tasks.</p> <p>Note: deadlines work both ways, and meeting them ensures that your lecturer will provide prompt feedback on your tasks to make sure you keep up with the course.</p> <p>QR Code:</p>

	
Lecturer's response time	Via corporate e-mail, within 24 hours.
Efficient communication	Efficient communication is a two-way street!!! Therefore, the main recommendations for efficient communication include: corporate e-mail directly to the course lecturer; personal communication with classmates via social media/corporate e-mails/mobile phones; communication directly in the course on the Moodle distance platform; and a face-to-face meeting with the lecturer on consulting days.
Policy of publication and distribution of course materials	Students are not allowed to post, publish, sell, or otherwise publicly distribute course materials without the written permission of the lecturer. Such materials include, but are not limited to: lecture notes, lecture slides, video or audio recordings, tasks, problem sets, exams, other students' work, and answer keys. Students who sell, post, publish, or distribute course materials without written permission in order to get answers or otherwise can be subject to disciplinary action, up to and including being required to withdraw from the course. Besides, students are not allowed to make video or audio recordings of the class for their own use without the written permission of the lecturer.
Expected student workload and engagement	During this course, you should allocate some hours for independent study of some lecture materials in accordance with the course topics (approximately 5-6 hours per week). If you face circumstances requiring you to spend more time on any of the tasks, please inform your lecturer by e-mail. The deadline for submission can be extended only if the lecturer is informed in advance that you will not be able to submit the task on time. Students are expected to have a backup plan in case of computer malfunctions or Internet outages.
Support services	E-schedule Library Supervisor Repository Dean's Office

Course schedule	Lecture topic	Practical classes
	Topic 1. Theoretical basis for developing start-up as an innovative form of entrepreneurship	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Writing a report</i> 6. <i>Tests</i>
	Topic 2. Launching a startup: Idea development and key infrastructure elements	
	Topic 3. Marketing research of a startup project	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i>
	Topic 4. Start-up project business planning.	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i>
	Topic 5. Technologies for financing start-up projects and their risks	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i> 6. <i>Protection of individual tasks</i>
Tips on successful study during the course	<p>If you want to succeed in this discipline, you should be:</p> <ul style="list-style-type: none"> - 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. <p>See you at classes!</p>	