

Discipline	Elective discipline Nr4.2 “Innovative Entrepreneurship and Startup Project Management”
The level of higher education	Master
Name of specialty / educational-professional program	Management / Project management
Mode of training	Full-time
Course, semester, length	6th year, 3rd semester, one semester
Semester control	Pass or fail test
Number of hours (total: including lectures / practical), number of credits	150, (14/14), 5 credits
Language of training	Ukrainian or English
Department that provides training	International Economic Relations and Project Management
Author of the discipline	Voichuk Maksym
Brief description	
Requirements for the beginning of the study	Fundamentals of economic theory
What will be studied	Innovative entrepreneurship and startup ecosystem. Problem-solution and search for a business model. Startup ecosystem. Basic principles of team formation, role in the startup team. Design thinking: Problem definition, empathy. Design thinking: Finding and choosing ideas. Validation of a startup idea. Canvas business model: Introduction, problem and solution. Outline business model. Portrait of the client, value proposition. Customer research. Preliminary market research. Validation of key hypotheses. Minimum Viable Product (MVP). Market assessment. Competitor Analysis. Basics of Marketing for Startups. Basics of investment, finance, and legal features of startups.
Why it is interesting / necessary to study	The development of startup culture in Ukrainian universities and entrepreneurial skills of students and teachers is a critical component of creating an effective ecosystem for the development of innovative entrepreneurship in Ukraine. In any developed startup ecosystem in the world, universities play one of the most important roles. Ukraine should not be an exception. Innovation and entrepreneurship must become the main driver of growth and entry of universities to a qualitatively new level.
Why you can learn (learning outcomes)	As a result of training, the student is integrated into the student startup ecosystem of Ukraine; fully oriented in the basic concepts of startups; has an understanding of how to develop your own startup; has the first project with a business model, marketing plan, team; has prospects to develop this project further in incubation or acceleration programs; has the opportunity to interact with YEP mentors and partners from various fields.
How to use the acquired knowledge and skills (competencies)	Ability to form a startup team and distribute roles in it. Possession of tools for assessing entrepreneurial qualities. Knowledge of the stages of team development. Ability to apply appropriate team management tools at different stages of team development. Possession of tools for the formation and validation of the business model. Knowledge of basic marketing principles. Understanding the concept of marketing strategy. Mastering the basic skills of digital marketing. Understanding of venture market principles, types of investors, stages, and rounds of

	investments. Ability to choose the source of funding. Knowledge of basic legal aspects of startup management. Possession of tools for creating presentations. Knowledge of the basic principles of the pitch. Fundraising.
Information support	<ol style="list-style-type: none"> 1. Start-up Nation: The Story of Israel's Economic Miracle by Dan Senor, Saul Singer 2. The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers by Ben Horowitz 3. The Lean Startup: How Constant Innovation Creates Radically Successful Businesses by Eric Ries 4. Zero to One: Notes on Startups, or How to Build the Future by Peter Thiel 5. Tech ecosystem guide i techukraine.org/ecosystem-map/ 6. Olivier Serrat. The Five Whys Technique (https://www.adb.org/sites/default/files/publication/27641/five-whys-technique.pdf) 7. How the Best Leaders Lead: Proven Secrets to Getting the Most Out of Yourself and Others by Brian Tracy
Web-link to the syllabus (description of the discipline)	https://vnu.edu.ua/uk/faculties-and-institutes/fakultet-mizhnarodnikh-vidnosin

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