

Discipline	Elective discipline Nr 8.2 “Startup Entrepreneurship”
The level of higher education	Bachelor
Name of specialty / educational-professional program	International economic relations / International business
Mode of training	Full-time
Course, semester, length	4th year, 7th semester, one semester
Semester control	Pass or fail test
Number of hours (total: including lectures / practical), number of credits	120 (20/18), 4 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. Canvas business model. Portrait of a client, value proposition. Customer research. Preliminary market research. Validation of key hypotheses
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)	Understanding the role of startups in the global economy. Understanding the components of a startup ecosystem and the relationships between them. Understanding the role of research for innovation. Ability to find opportunities for the development of a startup depending on its stage.
How to use the acquired knowledge and skills (competencies)	The 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.
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/

	<p>6. Olivier Serrat. The Five Whys Technique (https://www.adb.org/sites/default/files/publication/27641/five-whys-technique.pdf)</p> <p>7. How the Best Leaders Lead: Proven Secrets to Getting the Most Out of Yourself and Others by Brian Tracy</p>
Web-link to the syllabus (description of the discipline)	https://vnu.edu.ua/uk/faculties-and-institutes/fakultet-mizhnarodnikh-vidnosin

Здійснити вибір - [«ПС-Журнал успішності-Web»](#)