

## Description of Discipline

Title of Discipline: <i>Start-up training course</i>					
Semester	Duration	Type of Discipline	ECTS Credits	Academic Workload	Language of Instruction
7	210 hrs.	compulsory	7	60 hours of classroom training, 150 hours of self-study	Ukrainian

Learning Outcomes	Teaching Methods	Evaluation Methods
LO9. The ability to analyze the functioning and development of business entities, to determine the functional areas, calculate the relevant indicators that characterize their performance.	Lectures, presentation, practical exercises, case tasks, trainings	Oral and written evaluation, final tests, graphic methods, reports, exam
LO10. To apply theoretical knowledge to solve practical problems and interpret the results properly.	Practical tasks, practice, problem-oriented tasks, presentation	Written evaluation, reports, exam
LO12. To be able to use data, provide reasoning, critically evaluate logic and draw conclusions from scientific and analytical texts in economics.	Discussion, practical exercises, practice	Oral evaluation, graphic methods, abstracts and reports, pass-fail test, exam
LO13. To perform an interdisciplinary analysis of social-economic phenomena and problems in one or more professional fields, taking into account the risks and potential social-economic consequences.	Interdisciplinary trainings that develop professional-analytical and teamwork skills under uncertain conditions	Colloquium, reports, graphic methods, exam
LO17. To be able to be flexible and adapt to new situations when working with new objects under uncertain conditions.	Discussion, problem-oriented tasks, demonstration	Colloquium, reports, exam
LO21. To demonstrate basic creative and critical thinking skills in research and professional communication.	Trainings that develop creative and critical thinking, exercises, problem tasks and discussion, illustration and observation	Oral evaluation, essays, abstracts, reports, exam
LO22. To identify and plan opportunities for personal professional development.	Explanation, discussion, presentation, practice, case tasks	Individual evaluation, exam

Title of Discipline / Start-up training course				
Semester	Duration	Type of Discipline	ECTS Credits	Student Workload
8	90	за вибором	3	(години) аудиторні заняття - 30, самостійне навчання - 60

Requirements for Participation	Type of examination (oral, written, term paper, etc.)	Methods of teaching and learning (lectures, seminars, etc.)	Discipline Coordinator
Completed discipline 'Political Economy', 'Microeconomics', 'Business Economics', 'State Regulation of Economy', 'Enterprise Potential and Development'	Oral exam	лекції, практичні заняття Lectures, practical classes	I. Khomenko

Learning Outcomes
<p>GC3. Ability to abstract thinking, analysis and synthesis.</p> <p>GC4. Ability to apply knowledge in practical situations.</p> <p>GC5. Ability to communicate in the state language both orally and in writing.</p> <p>GC6. Ability to communicate in a foreign language.</p> <p>GC7. Skills in the use of information and communication technologies.</p> <p>GC8. Ability to search, process and analyze information from various sources.</p> <p>GC9. Ability to adapt and act in a new situation.</p> <p>GC11. Ability to make informed decisions.</p> <p>GC12. Interpersonal skills.</p> <p>SC1. Ability to show knowledge and understanding of the problems of the subject area, the basics of the modern economy at the micro, meso, macro and international levels.</p> <p>SC7. Ability to use computer technology and data processing software to solve economic problems, analyze information and prepare analytical reports.</p> <p>SC10. Ability to use modern sources of economic, social, managerial, accounting information for the preparation of official documents and analytical reports.</p> <p>SC11. Ability to substantiate economic decisions on the basis of understanding the laws of economic systems and processes and using modern methodological tools.</p> <p>SC12. The ability to independently identify problems of an economic nature in the analysis of specific situations, to suggest ways to solve them.</p> <p>SC14. Ability to analyze in depth problems and phenomena in one or more professional areas, taking into account economic risks and possible socio-economic consequences.</p> <p>SC20. Be able to coordinate actions and control the process of formation and use of all types of resources and the production process at the enterprise in different areas of the enterprise.</p> <p>SC21. Anticipate and evaluate the impact of external and internal factors and management decisions on the effectiveness of the enterprise in planning activities and developing strategies for its development.</p> <p>SC22. Implement in the production system and enterprise management system developed measures and design solutions to improve the efficiency of the enterprise in conditions of uncertainty and risk.</p> <p>SC27. Ability to prepare information, choose the type of model, calculate its parameters and assess adequacy.</p> <p>SC29. Ability to identify and justify the priority areas of organizing your own business.</p> <p>SC31. The ability to formulate management decisions, evaluate and choose their alternatives ”, think creatively.</p> <p>SC32. Ability to prepare and conduct quantitative and qualitative marketing research, prepare reports on the state and dynamics of the market of goods and services.</p>

PLO1. Know and use economic terminology, explain the basic concepts of micro- and macroeconomics.  
 PLO9. To analyze the functioning and development of economic entities, to determine the functional areas, to calculate the relevant indicators that characterize the effectiveness of their activities.  
 PLO10. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results.  
 PLO11. Identify sources and understand the methodology for determining and methods of obtaining socio-economic data, collect and analyze the necessary information, calculate economic and social indicators.  
 PLO12. Be able to use data, provide arguments, critically evaluate logic and draw conclusions from scientific and analytical texts on economics.  
 PLO13. Perform interdisciplinary analysis of socio-economic phenomena and problems in one or more professional areas, taking into account the risks and possible socio-economic consequences.  
 PLO14. Use regulations and legal acts governing professional activities.  
 PLO15. Use information and communication technologies to solve socio-economic problems, prepare and present analytical reports.  
 PLO16. Be able to think abstractly, apply analysis and synthesis to identify key characteristics of economic systems at different levels, as well as the behavior of their subjects.  
 PLO17. Demonstrate flexibility and adaptability in new situations, in working with new objects, and in uncertain conditions.  
 PLO19. Be able to independently identify economic problems in the analysis of specific situations, to suggest ways to solve them.  
 PLO21. Be able to develop optimal plans for the enterprise as a whole and its individual units.  
 PLO23. Assess possible risks, socio-economic consequences of management decisions.  
 PLO26. Be able to assess the level of economic security of the business, examine the dynamics of market conditions and summarize the development of situations in order to ensure the competitiveness of the enterprise.

## Contents

### **MODULE 1.**

Topic 1. Start-up as an innovative format for starting a business  
 Topic 2. Features of financing A start-up  
 Topic 3. Creating a start-up  
 Topic 4. Personnel for start-up  
 Topic 5. Development of a business model for a start-up  
 Topic 6. Brand management of a start-up

### **MODULE 2.**

Topic 7. Positioning of start-ups  
 Topic 8. Raising funds  
 Topic 9. Establishment of partnerships  
 Topic 10. Developing a start-up loyalty program  
 Topic 11. Development of a social responsibility program of start-ups  
 Topic 12. Start-up and business plan presentation

## Exemplary Literature

1. Blank S. Founder's Desk Book Start Up / Steve Blank, Bob Dorf. - M.: Alpina Pablysher, 2013. - 616 p.

2. Davila T. Working innovation. How to manage it, measure it and benefit from it / T. Davila, Mark J. Epstein, R. Shelton; transl. from English - Dnepropetrovsk, Balance Business Books, 2007. - 320 p.
3. Draper William. Startups. Silicon Valley Professional Games. - M.: ZAO Izdatelstvo «Eksmo-press», 2012. - 384 p.
4. Chernyavska O.V., Fundraising. Textbook. - 2nd ed., redone and add. / O.V. Chernyavska, A.M. Sokolova - K.: Alerta, 2015. - 272 p.
5. Cheslavsky O. Basic business models of start-up monetization [Electronic resource] / O. Cheslavsky // NewsOne [Information-analytical site]. - Access mode: <http://newsone.ws/technology/osnovnyebiznes-modeli-monetizatsii-staratapa>