## SYLLABUS
## disciplines B1.1 - Entrepreneurship and startup project management

## 1. Basic details of the course

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|---|---|
| **Educational program** | Project Management (Eng. lang.) |
| **Specialty** | 073 Management |
| **Degree of higher education** | Master |
| **Level of higher education** | Second |
| **Course status in the program** | Mandatory |
| **Credits, hours** | 6 ECTC credits, 180 hours |
| **Final control** | Differential credit |
| **Language of instruction** | English |
| **Teaching schedule** | The seventh quadra of the fourth academic semester, second academic year |
| **Learning format** | Offline, online |

## 2. Information about teachers

Leading lecturers:

Rach Valentyn – Professor of the Department of Mathematical Methods and Statistics of the "KROK" University, Doctor of Technical Sciences, Professor, Honored Worker of Science and Technology of Ukraine.

## 3. What do applicants need to know and be able to do successfully in the course?

Applicants are expected to have basic competencies formed during the study of the disciplines "Master's Studies", "Research in Management", "Innovative Management Thinking" at a standard level (not lower than satisfactory). In addition, applicants must share the moral, cultural, scientific values and achievements of society based on patterns of development of knowledge about nature and society and in the development of society, technic, and technology, leading a healthy lifestyle..

## 4. Why this discipline? What is the purpose of its study?

Based on the goals of the educational program, the discipline should form in students an understanding and conscious use of methods and tools that will demonstrate the following program learning outcomes:

**PO4** Substantiate and manage projects, generate business ideas.

These results are a joint achievement with disciplines as such as "Project Planning", "Project Implementation Monitoring", and "Project planning and monitoring".

Prerequisite for the formation of learning outcomes in the discipline is the mastery of applicants at a sufficient level of the following general and special competencies:

**GC4** Ability to motivate people and move towards a common goal.

**PC7** Ability to develop projects, manage them, show initiative and entrepreneurship.

## 5. What will applicants do during the course?

| № | Activity | Form | Number | Years |
|---|----------|------|--------|-------|
| 1 | Work with theoretical materials | Contact | 5 | 10 |
| 2 | Practical work | Contact | 9 | 18 |
| 3 | Execution of an individual educational and research task (**startup project**) | Independent | 1 | 140 |
| 4 | Individual work, consultations | Contact | - | 12 |
| | | | Total hours | 180 |

Assessable activities: 2 – 3.

*Working with theoretical materials involves* joint discussion in the dialogue mode of key learning elements, additional explanation/clarification of unclear positions, presentation and discussion of examples and in-depth information on specific issues/aspects that arise during the study of the discipline.

*Practical work* involves the analysis of practical situations to form learning outcomes in the discipline.

*Execution of the educational and research task (startup project) involves* additional study of the material necessary for the development and implementation of educational and research tasks within the object of study of the discipline.

## 6. What content modules will be taught in the course?
1. Startup ecosystem.
2. Basic principles of team formation, role in the startup team.
3. Design thinking. Problem definition, empathy.
4. Design thinking. Search and selection of ideas.
5. Validation of the startup idea.
6. Canvas business model. Introduction, problem, and solution.
7. Canvas business model. Portrait of a client, value proposition.
8. Customer research. Preliminary market research. Validation of key hypotheses.
9. Team dynamics.
10. Minimum Viable Product - MVP (Minimum Viable Product).
11. Market assessment. Competitor's analysis. Unfair competitive advantages.
12. Basics of marketing for startups.
13. Startup presentation. Pitch Deck

## 7. What basic sources will be used?
*Required:*

1. Innovation Partnership Platform (YEP™, Ministry of Digital Transformation of Ukraine, Ministry of Education and Science of Ukraine, DIIA.business. Innovative entrepreneurship and startup project management. Student workbook. Kyiv. 2021. URL: https://dist1.krok.edu.ua/pluginfile.php/110948/mod_resource/content/1/%D0%A1%D1%82 %D1%83%D0%B4%D0%B5%D0_%_BD%_D1%_82%_D0%_B0%_D0%_BC%_%_D0%_A0%_D0% BE%_D0%_B1%_D0%_BE%_D1%_87%_D0%_B8%_D0%_B9_%_D0%_B7%_D0%_BE_%_D1%_88% D0%_B8%_D1%_82_v_2021_3_0.pdf

## 8. How will the applicants' activities be assessed in the course?

### Performing activities:

| Execution of an individual educational and research task ( **startup project** ) | 100% |
|---|---|

### Rating scale:

| 100-point scale | Score on a national scale |
|---|---|
| 90-100 | Perfect |
| 70-89 | Good |
| 50-69 | Satisfactory |
| 0-49 | Unsatisfactory |

## 9. What ethical and other rules must be followed to succeed in the course?

Prior to the start of the course, applicants should familiarize themselves with the Codes in force at the University:

- Code of conduct of students (https://www.krok.edu.ua/ua/studentam/kodeks-povedinki-studentiv );
- Code of Academic Integrity (https://www.krok.edu.ua/download/nakazi/2018-10-18_kodeks-akademichnoi-dobrochesnosti.pdf).

Knowledge, awareness, and compliance with the provisions of the Codes and rules is a prerequisite for successful interaction of all course participants within the educational process.

The teacher provides an opportunity for all applicants to be successful in the course. However, each applicant has the right to earn only a passing score or fail. The level of achievement of the learning outcomes to which the applicant aspires is determined not by the teacher, but exclusively by the applicant based on his own interests and needs!

The course is considered active from the first lesson until the date of the announcement of the final grades for the course. During this period, all materials and activities are available on the training platform, except those that are performed on schedule and for which deadlines are set (testing).

Re-testing during the course to improve credit scores is not provided. This question may be raised after the entire course. All explanations, explanations that may affect the quality of the results obtained, applicants should receive during the classroom work and consultations according to the schedule. If the need for such explanations was not articulated by the applicants in time, it is considered that they did not have such a need.

All activities to ensure the desired score must be performed by applicants before the announcement of the credit score.

For each content module, applicants who received positive marks from the results of current control are given the opportunity to perform individual or teamwork of a creative or research nature and prepare a report for a student scientific-practical conference of KROK University or another conference. The implementation of this activity is initiated by the applicants in accordance with their own interests and needs. Research topics are chosen by applicants independently and can be socially, politically, or ethically controversial, discussed with the teacher, the results of which are pre-presented by applicants in the course before its completion. This activity is taken into account to improve the final grade for the course, especially at the level of "excellent".

For applicants who could not for good reasons (as confirmed by the applicants with the relevant documents they submitted to the student office) to pass the test in time, complete the training and research task, this opportunity is provided within the allotted time after the last class. They are also given the opportunity to perform individual or teamwork of a creative or research nature.

Applicants who have and articulate special educational needs (eg persons with children, orphans, etc.) can develop an individual study schedule on their initiative.

Consultations include providing answers, additional explanations on the basic issues of the course, on the peculiarities of the formation of program competencies and learning outcomes, on building your own learning trajectory, discussion and coordination of creative and research tasks, other issues arising during the course.

## 10. What are the technical and/or software requirements?

Technical equipment: computer/laptop, stable internet.

No additional software required. The University provides a corporate account in office.365, which provides access to the Moodle learning platform and the Teams communication environment.

## 11. Where are the training, methodological materials of the course and other organizational information?

All teaching materials, organizational and other additional information are located on the Moodle learning platform at the link: https://dist1.krok.edu.ua/course/view.php?id=1924

## 12. Contacts and other information

*From any organizational, informational, and other support:*

Matyushenko Maria, (+38 044) 455-57-12 (ext. 201), office 107, from 10:00 to 17:00, Mon - Fri., matiushenko@krok.edu.ua .

*Technical support for working on the Moodle platform:*

Distance Learning Center of KROK University, tel. 0672361378, dist.center@krok.edu.ua .

*Technical support for Office 365, Teams:*

Center of Information Technologies of KROK University, Zimin Volodymyr Mykhailovych, ziminvm@krok.edu.ua .

*Advisory and social support:*

Career Development Center of KROK University, Karlov Oleksandr Fedorovych, +38 044 455-57-12, ext. 157, office 109-1, karlovof@krok.edu.ua .

*On the issues of resolving conflict situations that arise during the educational process in the course:*

Head of the Department of Mathematical Methods and Statistics Anna Pylypenko, annapi@krok.edu.ua .

Director of the Department of Security and Protection Matkovsky Volodymyr, (+38 044) 455-66-78, ext. 252, (+38) 067-430-52-83, office 110, security@krok.edu.ua .

All current reference information about the structural units and services of the University is available on the website of the University https://www.krok.edu.ua/ua/pro-krok/pidrozdili .