

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"

Заступник керівника

(проректор з науково-педагогічної роботи)

М. В. Афанасьєв



Управління Startup-проектами

**робоча програма навчальної дисципліни**

Галузь знань	Усі
Спеціальність	Усі
Освітній рівень	другий (магістерський)
Освітня програма	Усі

Вид дисципліни  
Мова викладання, навчання та оцінювання

**вибіркова  
англійська**

Завідувач кафедри менеджменту та бізнесу

Т. І. Лепейко

Харків  
ХНЕУ ім. С. Кузнеця  
2018

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**

**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

**"APPROVED"**

Head deputy

(vice-rector of scientific and pedagogical work)

M.V. Afanasyev

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Startup projects management

## syllabus of the educational discipline

Branch of knowledge **All**  
Specialty **all**  
Educational level **second (master's)**  
Educational program **all**

Type of discipline **selective**  
Language of teaching, learning and evaluating **english**

Head of the Department of Management and Business

T. I. Lepeyko

**Kharkiv**  
**S. Kuznets KhNUE**  
**2018**

APPROVED  
at the meeting of the Department of Management and Business  
Protocol №1 dated August 27, 2018

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**Letter of renewal and re-approval  
of the syllabus of the educational discipline**

Academic year	Date of the meeting of the department - the developer of syllabus	№ of minutes	Signature Head of Department

## 1. Introduction

### Annotation of the discipline:

Modern processes of globalization and the development of communication technologies create many opportunities for the implementation of the most daring business ideas on a global scale. But statistics show that most of these ideas, even very promising, remain on paper, or attempts to implement them fail. This is due to the inability of entrepreneurs to correctly formulate and present the idea of their business, to find sources of its financing, to plan and organize the implementation of its business idea, taking into account the most critical requirements and risks.

It should be understood that these tasks are not trivial. First of all, not every idea can be suitable for further commercial implementation. Second, when creating a new company to implement the start-up of the project, there are a number of factors that should be taken into account. Thirdly, in conditions of fierce competition, even understanding the factors that affect the success of the start-up of the project does not guarantee its successful implementation, and sometimes it is not effective even for large and successful corporations. So, one of the main reasons for the emergence, successful development and the continued existence of start-ups is the slowness and slowness of large corporations that successfully use existing products, and the development and creation of new ones are not nearly done. Therefore, start-ups, thanks to their mobility in terms of implementing new ideas, compete with large corporations.

Consequently, professionals who plan to start their own business in the future or participate in corporate business development projects need to acquire key knowledge and skills in managing start-up projects.

### Purpose of the discipline:

the formation of a system of theoretical knowledge and applied skills and skills for creating and managing startup projects.

Course	<b>1M</b>	
Semester	<b>2</b>	
Amount of credits ECTS	<b>5</b>	
Audit lessons	<b>lectures</b>	<b>20</b>
	<b>laboratory</b>	<b>20</b>
Independent work		<b>110</b>
Form of final control	<b>pass</b>	

### Structural and logical scheme of studying the discipline:

<b>Previous disciplines</b>	<b>The following disciplines</b>
Informatics	Development management
Information systems	Graduate design
Management	
Marketing	

## 1. Competence and learning outcomes of the discipline:

Competence	Learning outcomes
Ability to understand the role of entrepreneurial activity in modern business; to make a reasonable decision on expediency of business activity	To know the content, principles, legislative basis for conducting entrepreneurial activity
The ability to make a reasonable decision on the feasibility of introducing a start-up of the project	Be able to evaluate ideas for the start-up of the project and select the most acceptable by certain criteria
Ability to develop a business start-up plan with application packages	know the stages of business plan development; Be able to develop a business plan
Ability to provide financing for the project	know the types and benefits of investors; be able to choose the sources of investment in the project; be able to present a start-up project and enter into agreements with investors
Ability to control the implementation of the start-up of the project	know the stages of project implementation; to know the indicators of project implementation efficiency; be able to calculate performance indicators for project implementation

## 2. Syllabus of the educational discipline

### ***Content module 1. Development and substantiation of the startup project***

Theme 1. Fundamentals of entrepreneurship and entrepreneurial activity

The essence of entrepreneurship and entrepreneurial activity

The essence of entrepreneurship as an economic category. Signs of entrepreneurship. The subject and object of entrepreneurship. Functions and principles of entrepreneurial activity.

Types of entrepreneurial activity

Legislative aspects of the organization of entrepreneurial activity. Founding documents of the subject of entrepreneurial activity. Forms and types of entrepreneurial activities and their characteristics.

Entrepreneurial environment.

Internal and external business environment. Features of the formation of an effective business environment. Competition as a source of entrepreneurial activity.

Theme 2. Startup as a form of implementing an entrepreneurial idea

2.1. The essence of the entrepreneurial idea

The content of the concept of "entrepreneurial idea". Sources of ideas.

2.2. Formation of the idea of a startup.

Methods for generating ideas for a startup. Design thinking for generating ideas. Criteria for evaluating and selecting ideas.

2.3. Features of the startup project

The concept of "startup project": goals, features and limitations. The difference between the startup project and other projects. Types of startups. Startup business models: features and components. Model Lean Startup. Customer Development Concept.

### Theme 3. Planning a startup project

#### 3.1. Aims and concept of the project. Production of the project

The concept of a business plan. Appointment of a business plan. Types of business plans. Structure of the business plan.

Goals of the startup project. Prerequisites for developing a startup project. The idea of a startup project. Business model of the project. Horizon of planning.

Characteristics of a product (service) of a startup project and its comparative advantages over analogues.

#### 3.2. Market analysis analysis

Establishing geographic market boundaries and changing them. Characteristics of the consumers of the project products. The person who decides to purchase the project. Trends in the development of demand for project products, factors that determine it.

Determine the volume of actual sales and price situation on the market. Estimation of market capacity.

Legislative regulation of the market. Analysis of the competitive situation on the market. Market infrastructure.

#### 3.3. Marketing plan

Select a target segment. Marketing strategy. Competitive advantages of the product (service) of the project. Forecast of sales. Marketing complex. Marketing budget.

#### 3.4. Operational Plan

Drafting the rules of the main business process.

Determination of the need for premises, equipment, transport. Determination of the need for components, materials, energy carriers, characteristics and contact details of suppliers, availability of contracts.

#### 3.5. Organizational plan

Organizational and legal form of project implementation. Taxation and reporting system. Network schedule for project implementation at pre-operational phase (startup). Assessment of the ability of management personnel to lead the project.

Select a mode of operation. Organizational structure and staffing of the project. Project team motivation system. Staff requirements, job descriptions. Personnel recruitment and training plan.

#### 3.6. Financial plan

Determination of sources, conditions and drawing up of the project financing schedule.

Determine the cost structure. Budgeting revenue and expenses. Definition of break-even point. Calculation of project efficiency indicators.

#### 3.7. Risk Management

Analysis of the sensitivity of the project. Risk reduction measures.

#### 3.8. Making a business plan

Drafting a summary of the project. Making a business plan. Protecting your business plan.

### ***Content module 2. Implementation and control of the startup project***

#### Theme 4. Financing startup project and attracting investment

##### 4.1. Selection of project financing sources

Sources of business financing. Requirements and criteria for selecting funding sources.

##### 4.2. Ways of attracting investments

Investor and its characteristics. Types of investors: bootstrapping, crowdfunding, venture capitalists, business angels, seed investments, private equity investors. Ways to find investors. Investment attractiveness of startups.

#### 4.3. Presentation of a startup project for investors

Investment planning. Ways of submitting a project to investors. Types of presentations. Developing a presentation: basic aspects and rules. Structure of the presentation. Elevator pitch

#### 4.4. Negotiations with the investor

Writing a Term Protocol (Term Sheet). Drawing up an investment agreement. Major mistakes in project positioning and investment agreements.

### Theme 5. Management of implementation of the startup project

#### 5.1. Implementation of the startup project

Life cycle of the startup project. Tools used for project implementation (MS Project). Marketing tools for implementation of the startup project.

#### 5.2. Project monitoring

Essence and types of control. Methods of control. Reporting on implementation of the startup project. Changes in the project. Analysis of project management experience and its use for future projects.

#### 5.3. Managing startup projects

Principles of startup management. Criteria for the success of the startup project.

### **3. Procedure for assessment of learning outcomes**

The system of evaluation of the developed competencies of students takes into account the types of classes, which according to the curriculum include lectures, laboratory classes, as well as independent work. Assessment of the developed competencies among students is based on a 100-point accumulation system. In accordance with the Provisional Regulations "The Procedure for Assessing the Results of Students' Learning Based on the Accumulated Point-Rating System" Simon Kuznets KhNUE, control measures include: current control carried out during the semester during lectures, laboratory classes and is estimated by the sum of the points scored (the maximum amount is 100 points; the minimum amount that allows the student to receive a positive assessment is 60 points).

The procedure for carrying out the current assessment of students' knowledge. Assessment of student's knowledge during laboratory classes and performance of individual tasks is carried out according to the following criteria:

understanding, degree of assimilation of the theory and methodology of the problems under consideration; the degree of assimilation of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in an audience; logic, structure, style of presentation of the material in written works and speeches in the audience, ability to substantiate their position, to generalize information and to draw conclusions; the arithmetic correctness of the implementation of an individual and complex settlement task; ability to conduct critical and independent evaluation of certain problem issues; the ability to explain alternative views and the presence of their own point of view, position on a particular problem issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of

conclusions about a specific problem; independence of performance; literacy of presentation of the material; use of comparison methods, generalization of concepts and phenomena; job desihn.

The general criteria for evaluating the non-audited independent work of students are: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge on specific topics, the ability to make informed conclusions, the possession of categorical apparatus, skills and techniques for performing practical tasks, the ability to find the necessary information, to organize its systematization and processing, self-realization on laboratory classes.

The final score from the academic discipline is calculated taking into account the points obtained during the current control over the accumulation system. The total score in the points for the semester is: "60 and more points are counted", "59 and less points are not counted", and entered in the "Record of success" of the academic discipline.

### Distribution of points in weeks

*(specify means of evaluation according to the technological card)*

Themes of the content module			Lecture classes	Laboratory classes	Presentation	Written control work	Total
Content module 1.	Theme 1	1 week	0,5	0,5			1
	Theme 2	2 week	0,5	5,5			1
		3 week	0,5	0,5	10		11
	Theme 3	4 week	0,5	0,5			1
		5 week	0,5	0,5			1
		6 week	0,5	0,5			1
Content module 2.	Theme 4	7 week	0,5	0,5	15		16
		8 week	0,5	0,5			1
	Theme 5	9 week	0,5	0,5		15	16
		10 week	0,5	0,5	25	20	51
<b>Total</b>			5	10	50	35	100

## Scale of assessment: national and ECTS

The amount of points for all types of educational activities	ECTS Rating	Score on a national scale	
		for exam, course project (work), practice	For credit
90 – 100	A	perfectly	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D		
60 – 63	E	enough	not credited
35 – 59	FX	unsatisfactorily	
1 – 34	F		

### 4. Recommended literature

#### Main

1. Афанасьев М. В. Управление проектами: навч.-метод. посіб. / Харківський національний економічний університет. – Х. : ІНЖЕК, 2007. – 271 с.
2. Батлер Д. Бизнес-планирование. Что нужно для успешного начала собственного дела / Д. Батлер. – СПб. : Питер, 2003. – 265 с.
3. Верещагіна Г. В. Управление инновационными проектами: конспект лекцій / Г. В. Верещагіна. – Х. : ХНЕУ, 2010. – 127 с.
4. Гонтарева І. В. Управление проектами: підручник / Харківський національний економічний університет. – Х. : ХНЕУ, 2011. – 443 с.
5. Гринева В. Н. Бизнес-план производственного предприятия: комплексная технология разработки: учеб. пособие / В. Н. Гринева. – Х. : ИНЖЭК, 2007. – 119 с.
6. Хміль Т. М. Проектний менеджмент: навч. посіб. / Харківський національний економічний університет. – Х. : ХНЕУ, 2009. – 126 с.

#### Additional

7. Асаул А. Н. Организация предпринимательской деятельности [Текст] = The organization of business activity : учебник / под ред. А.Н. Асаула. – СПб. : Гуманистика, 2004. – 447 с.
8. Кавасаки Г. Стартап: 11 мастер-классов от экс-евангелиста Apple и самого дерзкого венчурного капиталиста Кремниевой долины / Гай Кавасаки. – М.: ООО «Юнайтед Пресс», 2010. – 212 с.
9. Кэтлин К. Управление стартапом. Как руководить компанией на разных этапах / Кэтрин Кэтлин, Джейна Мэтьюз. – М.: Манн, Иванов и Фербер, 2011. – 173 с.

#### Internet-resources

10. <https://www.inc.com/startup> – сайт про стартапи.
11. <http://startupmanagement.org> – сайт з основних питань управління стартапами
12. [www.ptpu.ru](http://www.ptpu.ru) – сайт журналу «Проблемы теории и практики управления».
13. [www.management.com.ua](http://www.management.com.ua). Менеджмент: методологія та практика. Украинский электронный журнал
14. [https://www.facebook.com/startupkhnu/?ref=py\\_c](https://www.facebook.com/startupkhnu/?ref=py_c) – стартап-центр «Перший капітал».