



Course syllabus

Startup management

Degree of higher education – Master

Field of knowledge – 07 «Management and administration»

Specialty – 073 «Management»

Educational and scientific program - «International management»

Year of study: I, Semester: III

Discipline of free choice

Number of credits: 5

Language of teaching: English

Lecturer

Name Oksana Myhal

Contact information o.myhal27@gmail.com, +380676090349

Description of the discipline

The purpose of studying the discipline «Startup Management» is to provide future specialists with knowledge in the field of startup management, taking into account all environmental risks. The discipline «Startup Management» provides theoretical and practical training to future specialists in the development of various startups, searching and generation of ideas, drawing up a startup business plan, assessing its economic feasibility, developing a marketing strategy for startups, organizing startups, forming and managing startup teams, developing their investment support, and managing risks in the development and implementation of startups.

Course structure

№	Topic	Results of study	Task
1.	The concept of startup management, its main functions and tasks	Know the main types and features of creating startups.	Questions for discussion, cases
2.	Searching and generating ideas for a successful startup	To be able to generate ideas for a successful startup.	Questions for discussion, cases
3.	Business models for startup	Be able to carry out business modeling of a startup.	Cases
4.	Peculiarities of drawing up a startup business plan	Be able to draw up a business plan for a startup.	Questions for discussion, cases
5.	Assessment of the economic feasibility of startup development	Be able to assess the economic feasibility of a startup	Cases
6.	Product (service) as a determinant of startup creation and implementation	Know the specifics of creating a product or service for a startup.	Questions for discussion, cases
7.	Marketing support for startup implementation	Be able to apply marketing tools to promote a startup.	Questions for discussion, cases
8.	Organizing a startup and building	Know the peculiarities of the	Cases, tasks

	an effective team	organization of a startup and the creation of an effective team.	
9.	Management of investment support of a startup	Be able to manage the investment support of a startup.	Cases, tasks
10.	Risks in creating and managing a startup	Know all types of risks when creating and managing a startup and be able to minimize them.	Cases, tasks

Recommended literature

1. Alina Vincent. Monetize Your Expertise: 14 Entrepreneur Success Stories About Making Money with Their Expertise and Knowledge (Expertise-Based Business). September, 2022. 278 p.
2. Bratko O.S., Myhal O.F., Blazhey I.O. Consumer behavior trends in Ukraine under rapid technological changes. Міжнародний науковий журнал «Інтернаука». Серія: «Економічні науки». № 8 (28). Серпень 2019. С. 41-46
3. Brian Will. The Dropout Multi-Millionaire: 37 Business Lessons on How to Succeed in Business With No Money, No Education and No Clue. Bookmark Publishing House, 2021. 188 p.
4. Courtney Reum, Carter Reum. Shortcut Your Startup. Random House Business, 2019. 256 p.
5. Dan Henry. Digital Millionaire Secrets: How I Built an 8-Figure Business Selling My Knowledge Online. Transcendent Publishing, 2020. 220p.
6. Gareth Southgate. Anything is Possible: Inspirational lessons from the England manager. Century, 2020. 256 p.
7. Jimmy Soni. The Founders: The Story of Paypal and the Entrepreneurs Who Shaped Silicon Valley. Simon & Schuster, 2022. 491 p.
8. Ken Colwell . Starting a Business QuickStart Guide: The Simplified Beginner's Guide to Launching a Successful Small Business, Turning Your Vision into Reality, and Achieving Dream (QuickStart Guides™ - Business). 2019. 434 p.
9. Pete Wilkins. Purpose First Entrepreneur: Discover Your Purpose, Turn It into a Thriving Business, Perform at an Elite Level. Omaxen Publishing, 2021. 178 p.
10. Rachel Pedersen. Unfiltered: Proven Strategies to Start and Grow Your Business by Not Following the Rules. Hay House Business, 2022. 251 p.
11. Rand Fishkin. Lost and Founder: A Painfully Honest Field Guide to the Startup World. 2018. 320 p.
12. Walker Deibel. Buy Then Build: How Acquisition Entrepreneurs Outsmart the Startup Game. Lioncrest Publishing, 2018. 312 p.
13. Walter Isaacson. Invent and Wander: The Collected Writings of Jeff Bezos, With an Introduction by Walter Isaacson. Harvard Business Review Press, 2020. 274 p.
14. Бланк С., Дорф Б. Священна книга стартапера. Як збудувати успішну компанію. К.: Наш формат, 2019. 512 с. <https://www.youtube.com/watch?v=bxBBPejUmWI>
15. Райс Е. Стартап без помилок. Посібник зі створення успішного бізнесу з нуля. Х.: Віват, 2018. 368 с.
16. Остервальдер А., Піньє І. Побудова бізнес-моделей. Настільна книга стратега і новатораю К.: Наш формат, 2018. 288 с.
17. Остервальдер А., Піньє І., Бернарда Г. Розробляємо ціннісні пропозиції. К.: Наш формат, 2018. 324 с.
18. Управління стартапами: підручник / Гавриш О. А., Бояринова К. О., Кравченко М. О., Копішинська К. О. Київ: КПІ ім. Ігоря Сікорського, Видавництво «Політехніка», 2020. 716 с.
19. Менеджмент стартап проектів: підручник / О. А. Гавриш, В. В. Дергачова, М. О. Кравченко, Н. І. Ситник, Ж. М. Жигалкевич, К. О. Бояринова, О. В. Гук, Г. А. Мохонько, Є. В. Дергачов, К. О. Копішинська. Київ: КПІ ім. Ігоря Сікорського, 2019. 344 с
20. Менеджмент стартап-проектів: Навчально-методичний комплекс дисципліни [Електронний ресурс]: навч. посіб. для студ. спеціальності 073 «Менеджмент» / КПІ ім. Ігоря Сікорського ; уклад.: К. О. Бояринова. Електронні текстові дані (1 файл: 5,85 Мбайт). Київ : КПІ ім. Ігоря Сікорського, 2020. 153 с. URL: <https://ela.kpi.ua/handle/123456789/359884>

Assessment Policy

Deadline and retake policy: Modules are retaken with the permission of the dean's office if there are good reasons (for example, sick leave).

Academic Integrity Policy: write-offs during control work are prohibited (including using mobile devices).

Visiting policy: Attending classes is a mandatory component of the assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

Evaluation

The final score (on a 100-point scale) from the discipline «Startup management» is defined as a weighted average, depending on the specific weight of each credit component:

Module 1	Module 2	Module 3
30%	40%	30%
1. Oral discussion (test) during the class (topics 1-5 for 8 points) = 40 points. 2. Paperwork = 60 points.	1. Oral discussion (test) during the class (topics 6-10 for 8 points) = 40 points. 2. Paperwork (control) = 60 points.	1. Active participation in training = 20 points 2. Writing a CPIT, based on formed individual tasks = 50 points. 3. Defense of CPIT = 30 points.

Rating scale:

According to the scale of the university	According to the national scale	According to the ECTS scale
90-100	Excellent	A (Excellent)
85-89	Good	B (Very good)
75-84		C (Good)
65-74	Satisfactory	D (Satisfactory)
60-64		E (Enough)
35-59	Unsatisfactory	FX (unsatisfactory with the possibility of retaking the exam)
1-34		F (unsatisfactory with mandatory completion of the course)