

SYLLABUS OF THE ACADEMIC DISCIPLINE "START UP INNOVATIVE"

Course lecturer			Zghurska Oksana Mykhailivna, Doctor of Economics, Head of the Departments of Economics and Entrepreneurship		Lecturer's contact information (e- mail), course page in	e- mail: o.zghurska@duikt.edu.ua ; course page at https://classroom.google.com/c/NzEwNDgyNTg3MzQ0	
Discipline			07 "Management and Administration"		Level of higher education	master	
Specialty			076 Entrepreneurship and trade activity		Semester	9	
Educational program			Entrepreneurship and trade activity		Type of discipline	Required	
Amount:	ECTS credits	Hours	By type of activity:				
			Lectures	Seminar classes	Practical classes	Laboratory classes	Independent preparation
	3	90	18	-	24	-	48

COURSE SUMMARY

Interrelationship in a structural-logical diagram

Educational components that precede the study	Enterprise economics. Pricing. Business planning at the enterprise. Finance, money and credit.
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Educational components for which it is basic	Modeling the value of a company. Risk management. Securities market. Business practicum
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Course objective:	To form an ethical view of economic relationships
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Competencies according to the educational program

Soft - skills / General competencies (GC)	Hard-skills / Special competencies (SK)
ZK1. Ability to adapt and act in a new situation ZK4. Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity). GC5. Determination and persistence in the tasks set and responsibilities undertaken.	SK1. Ability to develop and implement a strategy for the development of business and trade structures. SK5. Ability to initiate and implement innovative projects in entrepreneurial and commercial activities.

Program learning outcomes (LOs)

PRN1. Adapt and show initiative and independence in situations that arise in professional activities.
 PRN4. Apply business communications to support interaction with representatives of different professional groups.
 PRN5. Professionally, fully and with creative self-realization carry out assigned tasks in the field of entrepreneurship and trade.
 PRN7. Define and implement strategic plans for the development of business entities in the field of entrepreneurship and trade.
 PRN9. Develop and make decisions aimed at ensuring the efficiency of the activities of business entities in the field of entrepreneurship and trade.
 PRN11. Implement innovative projects to create conditions for the effective functioning and development of business and trade structures.

TRAINING ORGANIZATION

Topic, topic description	Type of lesson	Evaluation by topic	Forms and methods of learning/questions for independent work
Chapter 1. THEORETICAL ASPECTS OF STARTUP INNOVATION			

Topic 1. Startup as a form of innovative entrepreneurship <u>Recommended sources:</u> 1			
Lesson 1.1 Entrepreneurship in an innovative economy	Lecture 1 2 hours		Explanatory -illustrative, lecture-visualization, blitz survey
Lesson 1.2. Design thinking as an innovative paradigm for startup development	Practical lesson 1 2 hours	6 points	Oral questioning, task completion, and practical application of knowledge and skills.
Topic 2. The essence and features of startup projects <u>Recommended sources:</u> 1			
Lesson 2.1 The essence and features of startup projects	Lecture 2 2 hours		Explanatory and illustrative, lecture-visualization, blitz survey
Lesson 2.2. Design Thinking. Problem Identification, Empathy	Practical lesson 2 2 hours	4 points	Oral interview, completion of tasks for the practical application of knowledge and skills
Topic 3. Formation and development of a business idea and startup product <u>Recommended sources:</u> 1, 5			
Lesson 3.1 Startup development methodology	Lecture 3 2 hours		Explanatory and illustrative, lecture-visualization, blitz survey
Lesson 3.2. Developing the perfect product for a startup Lesson 3.3. Tools for finding the perfect product for a startup	Practical lesson 3 4 hours	6 points	Oral interview, completion of tasks for the practical application of knowledge and skills.
Topic 4. Startup development management mechanisms <u>Recommended sources:</u> 1–3			
Lesson 4.1 Forming and managing a startup team.	Lecture 4 2 hours		Explanatory -illustrative, lecture-visualization, blitz survey
Lesson 4.2. Delegation of authority in a startup team Lesson 4.2. Developing an innovative MVP for a startup	Practical lesson 4 4 hours	4 points	Oral interview, completion of tasks for the practical application of knowledge and skills.
Topic 5. Business modeling of startup project implementation. <u>Recommended sources:</u> 1–3			
Lesson 5.1 The essence, types and features of startup business models	Lecture 5 2 hours		Explanatory and illustrative, lecture-visualization, blitz survey
Lesson 5.2. Verification startup ideas Lesson 5.2. Building a startup business model	Practical lesson 5 4 hours	4 points	Oral interview, tasks for practical application of knowledge and skills, testing

Topic 1. Startup as a form of innovative entrepreneurship Topic 2. The essence and features of startup projects Topic 3. Formation and development of a business idea and startup product Topic 4. Startup development management mechanisms Topic 5 Business modeling of startup project implementation	Independent work		
	6 hours	2 points	1. innovation and leadership
	6 hours	2 points	2. Implementation of a startup as a business project
	6 hours	2 points	3. Minimum Viable Product Verification
	6 hours	2 points	4. Emotional intelligence and value orientation.
	6 hours	2 points	5. Business Model Canvas: content and structure
Chapter 2. BUSINESS INNOVATIONS IN THE ECONOMY AND PRODUCTION			
Topic 6. Managing investment support for a startup <u>Recommended sources:</u> 1–3			
Lesson 6.1 Assessing investment attractiveness	Lecture 6 2 hours		Explanatory and illustrative, lecture-visualization, blitz survey
Lesson 6.2. Mentoring in a startup	Practical lesson 6 2 hours	6 points	Oral interview, completion of tasks for the practical application of knowledge and skills.
Topic 7. Developing a startup financial model <u>Recommended sources:</u> 5			
Lesson 7.1 Presenting market analysis in a business plan	Lecture 7 2 hours		Explanatory and illustrative, lecture-visualization, blitz survey
Lesson 7.2. Startup Business Planning	Practical lesson 7 2 hours	6 points	Oral interview, completion of tasks for practical application of knowledge and skills, testing
Topic 8. Startup presentation. Pitch -dec. <u>Recommended sources:</u> 4			
Lesson 8.1 Presenting a startup to an investor	Lecture 8		Explanatory and illustrative, lecture-visualization, blitz survey
Lesson 8.2. Startup pitching	Practical lesson 8 2 hours	6 points	Oral interview, completion of tasks for the practical application of knowledge and skills.
Topic 9. Legal framework for implementing startups <u>Recommended sources:</u> 1–3			
Lesson 9.1 Legal support for startups in Ukraine.	Lecture 9		Explanatory -illustrative, lecture-visualization, blitz survey

Lesson 9.2. Regulating relationships between startup participants	Practical lesson 9 2 hours	6 points	Oral interview, completion of tasks for practical application of knowledge and skills, testing
Topic 6. Managing investment support for a startup Topic 7. Developing a startup financial model Topic 8. Startup presentation. Pitch -dec. Topic 9. Legal principles for implementing startups	Independent work		
	6 hours	2 points	6. Angel syndicates, acceleration and business incubation of startups
	6 hours	2 points	7. Investor participation in the development of a startup and its exit
	6 hours	2 points	8. Presenting market analysis in a business plan
	6 hours	2 points	9. Protection of the startup's intellectual property rights
MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE			
• Multimedia projector; • Computer class for practical classes			
INFORMATION SUPPORT OF THE DISCIPLINE			
1. Cherniavska, T., Cherniavskyi, B., Zghurska O., Kasian, S., Nakonechna, K., & Mudra, Y. (2026). Reengineering of management processes for the restoration of transport and logistics infrastructure through image recognition and BIM-oriented remediation. In V. Lukin, S. Kryvenko, F. Li, S. Abramov, V. Abramova, B. Kovalenko, I. Dohtiev, O. Arkhipov, N. Stojanović, B. Bondžulić, P. Mykhalichenko, T. Cherniavska, B. Cherniavskyi, V. Nadtochii, A. Nadtochyi, M. Korkh, Zghurska O., S. Kasian, K. Nakonechna, ... I. Kalinichenko, <i>Pattern recognition in surveillance systems and diagnostics</i> (pp. 73-101). Scientific Route OÜ®. https://doi.org/10.21303/978-9908-845-05-0.ch3 (3-й квартиль) 2. Hadi, S.S., Al-Jomaily, J.A., Hassan, S.N.S., Abbas, N.H., Abbas, I., Zghurska, O. (2026). Algorithmic Authority and Contractual Sovereignty: Legal and Social Implications of AI Negotiation Systems Across Jurisdictions. In: Molamohamadi, Z., Babae Tirkolae, E., Mirzazadeh, A., Weber, G.W. (eds) <i>Optimization and Data Science in Industrial Engineering. ODSIE 2026. Communications in Computer and Information Science</i>, vol 2855. Springer, Cham. https://doi.org/10.1007/978-3-032-17023-1_18 3. Oksana Zghurska, Olena Korchynska, Oksana Havrysh, Oksana Bondar-Pidhurska, Andriy Tarasiuk, Bohdan Nechytailo (2025). ASSESSMENT OF THE WAR IMPACT ON ENSURING NATIONAL FOOD SECURITY. FINANCIAL AND CREDIT ACTIVITY: Problems of Theory and Practice. Volume 6 (59), 2024. 371–383. URL: DOI: https://doi.org/10.55643/fcaptp.6.59.2024.4532 4. Oksana Zghurska, Olena Vynogradova, Oleksandr Yerankin, Olena Korchynska, Nataliia Ovsienko & Assan Aisulu (2024). MEDIA PLANNING AS A NECESSARY CONDITION FOR INCREASING THE EFFICIENCY OF BUSINESS STRUCTURES' DIGITAL MARKETING ACTIVITIES. FINANCIAL AND CREDIT ACTIVITY: Problems of Theory and Practice. Volume 1 (54), 2024. 578–590. URL: DOI: https://doi.org/10.55643/fcaptp.1.54.2024.4271 5. Oksana Havrysh, Stepan Kubiv, Lidia Avramchuk, Maryna Martynenko, Artem Kyrychenko, Assan Aisulu. (2023). Features of income formation of telecommunications market organizations. FINANCIAL AND CREDIT ACTIVITY: Problems of Theory and Practice. Volume 5. No. 52 (2023). 134–148. URL: https://fkd.net.ua/index.php/fkd/article/view/4141/3934 WoS. DOI: https://doi.org/10.55643/fcaptp.5.52.2023.4141 6. Oksana Zghurska, Oleksandr Turovsky, Olena Shevchenko, Inna Zelisko, Ruslan Dymenko & Yuriy Safonov. Improvement of methodological principles of brand protection in cyberspace. (2023). FINANCIAL AND CREDIT ACTIVITY: Problems of Theory and Practice. Volume 2. No. 49 (2023). 287–299. https://doi.org/10.55643/fcaptp.4.51.2023.4108 7. Oleksandr Yerankin, Ihor Ivasiv, Oleksii Oleksiuk, Nataliia Ovsienko, Liudmyla Parii (2023). Formation of a set of national food security indicators. FINANCIAL AND CREDIT ACTIVITY: Problems of Theory and Practice. Volume 2. No. 49 (2023). 457–468. URL: https://fkd.net.ua/index.php/fkd/article/view/3986/3827 8. Oksana Zghurska, Anna Tashchenko, Oleksandr Dyma, Stepan Kubiv, Ruslan Dymenko & Yuriy Safonov. Ensuring food security at the household level:			

socio-economic diagnostics. (2023). *FINANCIAL AND CREDIT ACTIVITY: Problems of Theory and Practice*. Volume 2. No. 49 (2023). 287–299. URL: <https://fkd.net.ua/index.php/fkd/article/view/4019/3811> DOI: <https://doi.org/10.55643/fcaptp.2.49.2023.4019>.

9. Згурська О. М., Мельник С.М. (2024). Методичні засади формування цифрової бізнес-екосистеми підприємств інформаційно-комунікаційних технологій. *Збірник наукових праць Державного університету телекомунікацій. «Економіка. Менеджмент. Бізнес»*. No1(44), 2024. С. 32–39. D Згурська О. М., Кириченко А. О. (2025). Цифрова трансформація через платформізацію: виклики та можливості для ІКТ-компаній. *Економіка. Менеджмент. Бізнес*. № 1 (2025). С. 27-34. <https://doi.org/10.31673/2415-8089.2025.011724> OI: 10.31673/2415-8089.2023.120660 URL: <https://journals.dut.edu.ua/index.php/emb/article/view/2924>
10. Згурська, О., Безпарточний, М., Ліщинський, М., та Кириченко, А. (2025). Маркетингова, розподільча та збутова політика підприємства в умовах сталої логістики. В *Інтегрована парадигма сталого розвитку: від економічної ефективності до соціальної справедливості та екологічного балансу* (сс. 615–638). Видавничий комплекс АНІС. <https://doi.org/10.5281/zenodo.17999891> (видання країн ОЕСР)
11. Oleksandr Yerankin, Ihor Ivasiv, Oleksii Oleksiuk, Nataliia Ovsienko, Liudmyla Parii (2023). Formation of a set of national food security indicators. *FINANCIAL AND CREDIT ACTIVITY: Problems of Theory and Practice*. Volume 2. No. 49 (2023). 457–468. URL: <https://fkd.net.ua/index.php/fkd/article/view/3986/3827>
12. Oksana Zghurska, Olena Korchynska, Karina Rubel, Stepan Kubiv, Andriy Tarasiuk & Oksana Holovchenko. (2022). Digitalization of the national agro-industrial complex: new challenges, realities and perspectives. *FINANCIAL AND CREDIT ACTIVITY: Problems of Theory and Practice*. Volume 6. No. 47 (2022). 388–399. URL: <https://fkd.ubs.edu.ua/index.php/fkd/article/view/3429>. WoS. DOI: <https://doi.org/10.55643/fcaptp.6.47.2022.3929>

COURSE POLICY (“RULES OF THE GAME”)

- The course involves working in a team.
- The environment in the classroom is friendly, creative, and open to constructive criticism.
- Mastering the discipline involves mandatory attendance at lectures and practical classes, as well as independent work.
- Independent work includes theoretical study of issues related to lecture topics that were not included in the theoretical course or were considered briefly, and their in-depth study using the recommended literature.
- All tasks stipulated in the program must be completed within the established deadline.
- If a student is absent for a valid reason, he/she will present the completed tasks during independent preparation and consultation with the teacher.
- When working on assignments, academic integrity must not be violated: when using Internet resources and other sources of information, the student must indicate the source used in the course of completing the assignment. If plagiarism is detected, the student receives 0 points for the assignment.
- A student who is late is considered to have missed class for an unexcused reason and is given 0 points for the class, but still has the right to attend the class.
- For using telephones and computer equipment without the teacher's permission, or for violating discipline, the student is removed from the class and receives 0 points for the class.

EVALUATION CRITERIA AND METHODS

The condition for admission to the final examination is the completion of all practical work and independent tasks provided for in the structure of the Operations Research educational component.

If a student is not admitted to take the test because he/she has not completed the individual plan, he/she is given time to retake the test to fulfill all admission requirements. The student has the right to two retakes. When retaking the exam, the student may be taken by a commission created by the director of the NNIIT. The commission's assessment is final. In the event that the student receives 0 points (unacceptable), this entails expulsion for failure to fulfill the curriculum.

Student assessment is carried out according to a cumulative 100-point system and consists of two main assessment blocks and is distributed in certain proportions: 60 (*points earned during the study of the discipline - Current control*) , 40 (*summary assessment - Exam*) :

Forms of control	Types of educational work	Evaluation
CURRENT CONTROL	● Performing practical work	42 points
	● Independent work	18 points

EVALUATION SUMMARY <i>Test</i>	The exam is in written form.	40 points
Additional assessment		
Types of educational work		Evaluation
Participation in scientific conferences, preparation of scientific publications on the topics of the educational component:		
- Abstracts of a report at a professional conference		3 points
- Article in a professional publication		5 points
- Article in a foreign peer-reviewed publication		10 points
The maximum number of additional points that can be awarded to a student is 10 points.		
FINAL GRADE FOR THE DISCIPLINE		
points	Evaluation criteria	Level of competence
90-100	The student demonstrates complete and solid knowledge of the educational material in a volume that corresponds to the work program of the discipline, correctly and reasonably makes the necessary decisions in various non-standard situations. Able to implement the theoretical provisions of the discipline in practical calculations, analyze and compare data from objects of a specialist's activity based on knowledge and skills acquired from this and related disciplines. Knows modern technologies and methods of calculations in this discipline. During the training, during practical classes, when performing individual / control tasks, he demonstrated the ability to independently solve the tasks set, actively participate in discussions, and can defend his own position on the issues and decisions being considered. A decrease in the 100-point score may be due to insufficient disclosure of issues related to the discipline being studied, but going beyond the scope of the material provided for by the work program, or the student shows uncertainty in interpreting theoretical provisions or complex practical tasks.	High Fully meets the requirements for knowledge, skills and abilities set out in the discipline's work program. The student's own suggestions in assessments and solving practical problems increase his ability to use the knowledge he has gained from studying other disciplines, as well as the knowledge acquired through independent in-depth study of issues related to the discipline being studied. Excellent / Passed (A)
82-89	The student demonstrates good knowledge, has a good command of the material that corresponds to the working program of the discipline, makes an analysis of possible situations on their basis and is able to apply theoretical provisions when solving practical problems, but allows for some inaccuracies. Is able to independently correct the errors made, the number of which is insignificant. Knows modern technologies and calculation methods in this discipline. During training, during practical classes, when performing individual / control tasks and explaining the decisions made, gives comprehensive explanations.	Sufficient Provides the student with independent solution of basic practical tasks in conditions where the original data in them changes compared to examples considered when studying the discipline Good / Enrolled (B)
75-81	The student generally has a good command of the material, knows the main provisions of the material that correspond to the work program of the discipline, makes an analysis of possible situations on their basis and is able to apply them when solving typical practical tasks, but allows for some inaccuracies. Is able to explain the main provisions of the completed tasks and give correct answers when the result changes with a given change in the initial parameters. Errors in answers/solutions/calculations are not systematic. Knows the characteristics of the main	Sufficient A specific level, based on the studied material of the discipline's work program. Additional questions about the possibility of using theoretical provisions for practical use cause difficulties. Good / Passed (C)

	provisions that are of decisive importance when conducting practical classes, when performing individual/control tasks and explaining the decisions made, within the discipline being studied.		
64-74	The student has mastered the basic theoretical material provided for in the discipline's work program, and understands the formulation of standard practical tasks, has suggestions regarding the direction of their solutions. Understands the basic provisions that are decisive in the course, can solve similar tasks using those discussed with the teacher, but makes a significant number of inaccuracies and gross errors that can be eliminated with the help of the teacher. .	Average Provides a sufficiently reliable level of reproduction of the main provisions of the discipline	Satisfactory / Passed (D)
60-63	The student has certain knowledge provided for in the work program of the discipline, possesses the basic provisions studied at the level defined as the minimum permissible. Using the basic theoretical provisions, the student with difficulty explains the rules for solving practical/calculation tasks of the discipline. The performance of practical/individual/control tasks is significantly formalized: there is compliance with the algorithm, but there is no deep understanding of the work and relationships with other disciplines.	Average Is the minimum acceptable in all components of the curriculum in the discipline	Satisfactory / Enrolled (E)
35-59	The student can play individual fragments from the course. Despite the fact that the student completed the program of the academic discipline, he worked passively, and his answers during practical work were mostly incorrect and unfounded. The student lacks a complete understanding of the subject material.	Low Does not provide practical implementation of tasks that are formed when studying the discipline	Unsatisfactory with the possibility of retaking) / Not credited (FX) <i>Not entered in the gradebook</i>
1-34	The student did not fully fulfill the requirements of the work program of the academic discipline. His knowledge at the final stages of learning is fragmentary. The student is not allowed to take the exam/credit test.	Unsatisfactory The student is not prepared to independently solve the problems outlined in the goal and objectives of the discipline	Unsatisfactory with mandatory re-study / Failed (F) <i>Not entered in the gradebook</i>