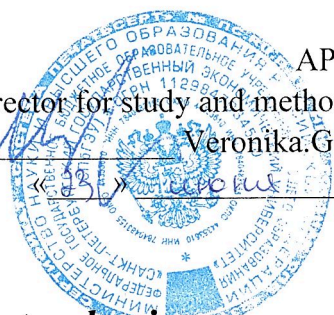


APPROVED:
Vice-rector for study and methodical work
Veronika G. Shubaeva
«31»  20 22.

Стартап-бизнес с нуля / Startup business

Syllabus of the course

Specialty *38.03.02 Management*
Specialization *Business management and digital innovations*
Level of higher education *Bachelor*
Form of training *Full-time*
Year of enrolment *2022*

Authored by:

PhD in Economics, Natalia S. Zinchik

Total number of hours	72	Form of final attestation: Test: semester 5
incl:		
contact work	32	
self-study	40	
practical training	0	
control hours	0	

Hours distribution:

Semester:	5
Type of classes	Hours
Contact hours	18
Practical training	14
Laboratory work	
Total contact hours	32
Self-study	40
Control hours	0
Total academic hours	72
Total credits	2

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1. LEARNING OBJECTIVES

Objective:	Formation of students' abilities to create and develop innovative entrepreneurial projects based on the assessment of consumer preferences, in a teamwork environment, involving investors, support tools and innovation infrastructure of the regions of the Russian Federation.
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2. COURSE PLACE IN THE PROGRAMME STRUCTURE

The discipline B1.V.DV Startup business is a part of Block 1.

3. EXPECTED LEARNING OUTCOMES

Code and name of graduate competence	Code and name of the competence achievement indicator	Expected learning outcomes
UC-2 – Capable of identifying the range of tasks within a given objective and choosing the best way to achieve them, considering the applicable legal provisions, available resources and constraints	UC-2.2 – Selects the best ways to solve problems based on the applicable legal provisions, available resources and constraints	<p>To know: the basics of entrepreneurship, approaches to creating an optimal business model for a start-up based on market conditions, available resources, constraints and applicable legal regulations</p> <p>To be able to: define the objectives and the sequence of tasks to achieve the goals of the startup, critically assess the available resources and constraints to choose the best solutions for the development of the startup in the current market conditions and regulatory environment</p> <p>To possess: the skills to develop a startup from idea to product based on optimal business models, considering the availability of resources, the specifics of market conditions and the specifics of the current legal and regulatory environment.</p>

4. COURSE STRUCTURE AND CONTENT

Code and name of the topics	Course content	Academic hours			
		Contact work			Self-study
		Lectures	Practices	Workshops	
Theme 1: Project ideas: entrepreneurial thinking and networking	Features of entrepreneurship, goals of entrepreneurial activity. The essential characteristics of entrepreneurial type of thinking. Definition of the concept of 'start-up', essence and meaning of start-ups, correlation of the concepts of 'business' and 'start-up'. The concept of 'thrifty startup'. The main characteristics of startups and principles of their creation. Approaches to searching for and generating ideas. The concept of networking and its application in the generation of innovative startup	2	1		3

	ideas. Domestic and foreign experience of startup creation.				
Theme 2: The role of the strategic plan of organizations in the financial planning system and how to develop it.	The concept, essence of a business model and aspects of its construction. Classification of traditional business models, definition of their features, examples of application and development. Classification of innovative business models, advantages and disadvantages, comparative characteristics of traditional and innovative models.	1	1		3
Theme 3: Budgeting as the main tool for ongoing financial planning.	Methods of competitive analysis. Market segmentation, assessment of market demand for a product and consumer profile. Competitive advantages of a product. Technology as a competitive advantage. Basic strategies for promoting a startup. Marketing of the startup. Introduction of the product into the market and product life cycle.	2	2		4
Theme 4: Monitoring and analyzing the implementation of enterprise budgets.	The concept of the value chain and its specifics in the creation of a start-up. Modelling the value chain of an innovative product. Involvement of consumers in the value chain.	2	1		3
Topic 5: Stages in setting up a startup	The main stages in the creation of a start-up and their characteristics. Formation of an idea (Pre-seed). Testing of the idea and development of a prototype with minimal functionality (MVP). Alpha-version of the product. Formulation of the strategy, goals (seed). Confirmation of market availability (Product Fit). Idea polishing, closed beta version of the product. Drawing up a business plan. Searching for investors, fundraising. Formation of a management system. Scaling up the business model (open beta version). Transition from start-up to business (Maturity).	2	1		3
Theme 6: Organizing teamwork	The start-up team: composition, roles, distribution of authority and responsibility. Communication systems in the process of organizing teamwork. Methods of motivation and stimulation of work. Approaches to conflict management. Planning teamwork. Monitoring results and key performance indicators.	1	1		3
Topic 7: Financing sources for start-ups and working with investors	Particulars of using own and borrowed funds to create a start-up. Obtaining grants from support funds and targeted programmes, obtaining loans, subsidies, credits: opportunities, cost of attracted financing, requirements, responsibility. Interaction with venture capital funds and business angels. Fundraising and crowdfunding. Startup investors: characteristics, interests, approaches to interaction. Investment pitching.	1	1		3
Topic 8: Infrastructure and digital support for start-ups	The importance and challenges of infrastructure for the development of entrepreneurial initiatives. Acceleration and mentoring support. Support funds, business incubators, venture capital funds, associations, technology parks, technology transfer centres. Infrastructural facilities for personnel development and training, co-working spaces, conferences, business consultancy, patent regulation. State support issues. Business services for start-ups. Available digital technologies for startups and their effectiveness.	2	1		4

Topic 9: Monetizing a start-up and promoting it	Features of monetisation as a process. Key models of monetisation. Strategy of startup product promotion on the goods and services market. Opportunities and mistakes of startup promotion. Channels for introducing products to the market.	1	1		3
Topic 10. Flexible methods of start-up management	The concept of agile management methods, their classification and possible implementation in startup management. Advantages and disadvantages of the Waterfall model. Organization of work based on Scrum and Kanban. Adapting agile management methods to the specifics of the company. Digital solutions to support agile management methods.	1	1		3
Topic 11. Assessing startup performance, product quality	Business planning. Formation of forecasting data. Key indicators for commercial effectiveness of a start-up. Statistical and dynamic performance indicators. Startup evaluation by acceleration and venture capitalist. Evaluation of intellectual property. Evaluation of startup investment attractiveness. Methods for assessing product/service quality. Methods for assessing process quality.	2	2		4
Topic 12. Barriers and risks of start-up development	Barriers of development at the startup stage. Risks in the following areas: idea, prototype, market, business model. Management problems and team problems. Risks of strategic planning, incomplete information. Mechanisms for overcoming barriers. Methods of risk accounting, control and management.	1	1		4
Control hours:					0
Total hours:		18	14	0	40

5. TEACHING AND LEARNING TOOLS OF THE COURSE

5.1 Recommended literature

Bibliographic description of the publication (author, title, type, place and year of publication, number of pages)	Digital resources
Kuzmina, E. E. Organization of entrepreneurial activity : textbook for universities / E. E. Kuzmina. - 4-th ed. revised. and supplement. - Moscow: Publishing house Right, 2022. - 455 c. - (Higher education). - ISBN 978-5-534-14024-8. - Text : electronic // Educational Platform Yurait [website].	https://urait.ru/bcode/488831
Azimina, Ekaterina Valeryevna Business Efficiency Management : textbook / E.V.Azimina ; Ministry of Education and Science of the Russian Federation, St. Petersburg State University of Economics, Department of Organization Management Electronic. text data. (1 file : 692 Kb)Saint Petersburg : Saint Petersburg State University of Economics and Finance, 2016	https://opac.unecon.ru/elibrar ... B7%D0%BD%D0%B5%D1%81%D0%B0.pdf

5.2 List of software (including national production)

- LibreOffice
- ОС АЛТ образование 10
- Project Libre (open source)

5.3 List of reference systems and modern professional databases

№	Name of reference systems and professional databases
1.	Digital library Grebennikon.ru – www.grebennikon.ru
2.	Science Digital Library eLIBRARY – www.elibrary.ru
3.	Science Digital Library КиберЛеника – www.cyberleninka.ru
4.	Database ПОЛПРЕД Справочники – www.polpred.com
5.	Database OECD Books, Papers & Statistics on the platform OECD iLibrary www.oecd-ilibrary.org
6.	Legal reference system КонсультантПлюс (installed resource UNECON or www.consultant.ru)
7.	Legal reference system «ГАРАНТ» (installed resource UNECON or www.garant.ru)
8.	Information and referral system «Кодекс» (installed resource UNECON or www.kodeks.ru)
9.	Digital library system BOOK.ru - www.book.ru
10.	Digital library system ЭБС ЮРАЙТ – www.urait.ru
11.	Digital library system ЗНАНИУМ (ZNANIUM) – www.znanium.com
12.	Digital library UNECON – opac.unecon.ru

6. TECHNICAL FACILITIES

There are special rooms for lectures, seminars, coursework, group and individual consultations, current and interim assessments, as well as rooms for self-study.

The premises are equipped with equipment and teaching aids.

The rooms for students' independent work are equipped with computers with Internet connection and access to the university's electronic learning environment.

Name of classroom	Classroom location
Classroom 2009 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Special furniture and equipment: Educational furniture for 122 seats (study table 61 pcs., chairs 122 pcs.), the teacher's workplace, desk m/m, drawer 1 pc, chalk board 1 pc (3 sections), chair 1 pc, drawer 1 pc, chair 1 pc, Chair 2 pcs., Intel i3-2100 2.4 Ghz /4Gb/500Gb/Acer V193 19" - 1 pc, Sound projector Yamaha YSP-3000 - 1 pc, Projector stand with camera decks - 1 pc, Projection screen draper - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc, Screen Media D1 ceiling bracket - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, Б, P
Classroom 2011 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 118 seats, teacher's workplace, desk - 1 pc, chalk board (3 sections) - 1 pc, marker board - 1 pc, desk - 1 pc, desk - 1 pc, drawer - 1 pc, chair - 3 pcs., Computer Intel i3-2100 2.4 Ghz /4Gb/500Gb/Acer V193 19" - 1 pc, ScreenMedia Champion 244x183cm SCM-4304 - 1 pc, Panasonic PT-VX610E	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, Б, P

multimedia projector - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	
Classroom 2028 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 44 seats, teacher's workplace, chalk board (one section) - 1 pc, chair - 1 pc, table - 1 pc, chair - 3 pcs. Portable multimedia set: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2045 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 78 seats, teacher's workplace, chalk board (3 sections) - 1 pc, chair - 1 pc, chairs - 2 pcs. Portable multimedia set: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2052 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 88 seats, teacher's workplace, chalk board (3 sections) - 1 pc, desk - 1 pc, table - 2 pcs, chair - 2 pcs, Computer Intel i3-2100 2.4 Ghz/500/4/Acer V193 19" - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc, ScreenMedia Champion 244x183cm SCM-4304 motorized screen - 1 pc, MW Cinerollo 200*200cm manual spring loaded screen - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2060 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 82 seats, a teacher's workplace, chalk board (3 sections) - 1 pc., chair - 1 pc., table - 1 pc., chair - 2 pcs., Computer Intel i3-2100 2.4 Ghz/500/4/Acer V193 19" - 1 pc., Multimedia projector Panasonic PT-VX610E - 1 pc., Screen with electric drive ScreenMedia Champion 203x153cm (SCM-4303) - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2061 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 80 seats, teacher's workplace, table - 1 pc, chalk board (3 sections) - 1 pc, pulpit - 1 pc, chairs - 2 pcs. Portable multimedia set: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2023 Computer room (for practical classes, course design (coursework) using computer technology), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 48 seats, teacher's workplace (computer desk - 1 pc.), wheeled marker board - 1 pc, 3 sectional marker board - 1 pc, desk - 1 pc, iso chair - 7 pcs, chair -1 pc, blinds - 3 pcs., Computer i5-8400/8GB/500GB_SSD/Viewsonic VA2410-mh -34 pcs, Switchboard Cisco Catalyst 2960-48PST-L (including SmartNet Service Contract CON-SNT-2964STL) - 1 pc, Wi-Fi Access Point Type1 UBIQUITI UAP-AC-PRO - 1 pc, NEC M350 X projector - 1 pc, Local Area Network Switch (48 ports) Cisco WS-C2960+48PST-L - 1 pc, ProCurve Switch 2626 - 1 pc, Intel pentium x2 g3250 computer /500gb / philips 21.5' monitor - 1 pc, Ubiquiti IP video camera - 1 pc, Wireless access point/UNI FI AP PRO/Ubiquiti - 1 pc. Sets of display equipment and visual aids:	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P

multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	
Classroom 2034 Computer room (for practical classes, course design (coursework) using computer technology), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 25 seats, teacher's workplace (table 1pc., chair 1pc.), marker board 1pc, Rack hanger 2pcs, chairs 3pcs.Computer I5-7400/8Gb/1Tb/DELL S2218H - 21pcs, Network switch Cisco WS-C2960-48TT-L (Catalyst2960) 48-ports 10/100Mbps+2p - 1 pc, Switchboard Cisco Catalyst 2960 24 WS-C2960-24PC-L - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P

7. METHODOLOGICAL GUIDELINES FOR STUDENTS

The following documents should be made available to the trainee before the start of the course:

- training and methodological documentation;
- local normative acts regulating the main issues of the organisation and implementation of educational activities, including those regulating the procedure for current monitoring and interim assessment of students;
- the schedule of consultations of the teaching staff.

The level and depth of mastering the discipline is determined by the active and systematic work of students in lectures, seminars, independent work, including in terms of identifying the most significant and relevant problems for further study. A special condition for qualitative mastering of the discipline is an effective organisation of work, which allows distributing the academic workload evenly in accordance with the schedule of the educational process.

When preparing for classes, students have the opportunity to attend consultations with the staff of UNECON according to the timetable set out in the schedule of consultations.

The students' in- and out-of-classroom work should aim to form:

- the fundamentals of the learner's world view and scientific understanding;
- basic knowledge relevant to the training area and the declared professional field, forming the target and professional basis for training;
- professional competences oriented towards the needs of the labour market;
- an individual trajectory by mastering a unique set of professional competences that complement the learner's competence model, through a focus on specific professional specialised areas of knowledge defined by labour market representatives;
- meta-skills for learners, such as teamwork and leadership, data analysis, digital skills, project design and implementation, intercultural interaction.

8. SPECIFICATIONS FOR TEACHING DISABLED PERSONS

Students with disabilities, if necessary, are taught on the basis of an adapted work programme using special teaching methods and didactic materials that take

into account the particularities of their psychophysical development, individual capacities and health status.

In order for disabled persons and persons with disabilities to master the curriculum, the University shall ensure that:

- for the visually impaired and visually impaired: availability of information on the timetable in accessible places and adapted forms for learners who are blind or visually impaired; presence of an assistant to assist the learner as needed; production of alternative formats of teaching materials (large print or audio files);
- for the hearing-impaired and hearing-impaired: adequate sound reproduction of information;
- for persons with disabilities and persons with mobility impairments: the possibility of unimpeded access for students to classrooms, restrooms and other areas of the department, as well as their stay in these areas.

Learners with disabilities and persons with disabilities are provided with printed and/or electronic educational resources in forms adapted to their disabilities. The education of students with disabilities may be organised with other students or in separate groups or organisations.

ASSESSMENT RESOURCES

1.1 Control tasks and assignments for interim attestation

Is not provided by the work programme of the discipline.

1.2 Topics for written task

Is not provided by the work programme of the discipline.

1.3 Interim checkpoints

Number	Type	Method of conduct	Topic number
1	Information analysis	Written	1-4
2	Analytical project	Written	5-11
3	Monitoring	Monitoring by means of technical tools and information systems	1-12

1.4 Other assessment objects

Is not provided by the work programme of the discipline.

1.5 Self-study

Name of self-study	Topic number
Preparation for lectures and practical sessions	1-12
Work with analytical databases, normative documents, reference books	1-4
Development of individual/group projects	5-11

1.6 Grading scale

Scales of assessment and procedures for assessing learning outcomes of the discipline are regulated by the Regulations on the current control of progress and interim attestation of students in higher education programmes and the Regulations on the scoring and rating system.

A grading and rating system is used to assess the learning outcomes of the discipline:

The final control of the discipline is an examination (or a differentiated test), the final grade being formed in accordance with the scale given in the table below:

Points	Grade
<55	Not passed
>=55	Passed

Grading scale

2 (points to 54)	Demonstrates a lack of understanding of the problem. Many of the requirements of the assignment are not met.
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	An initial perception of the material is demonstrated. The work is incomplete and/or plagiarised.
3 (points 55-69)	Demonstrates a partial understanding of the problem. Most of the requirements of the task have been met. Mastery of the elements of the assigned material. The material is mostly clear and coherent.
4 (points 70-84)	Demonstrates considerable understanding of the issue by the discipline. All requirements of the assignment are fulfilled. The content of the completed tasks is disclosed and examined from different perspectives.
5 (points 85-100)	Demonstrates full understanding of the problem. All requirements of the assignment are fulfilled. Demonstrates proficiency in the discipline. The completed assignments are holistic, complete, structured, present different points of view and demonstrate creativity.