

Awarded to

Andrii Isaiev

for attending the course

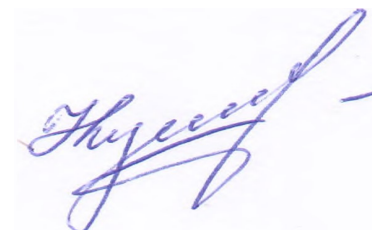
INNOVATIVE ENTREPRENEURSHIP AND STARTUP PROJECT MANAGEMENT

(6 ECTS), organised within the project “Ukrainian-German Teaching Network for a Digital Transformation of Environmental Education”, funded by German Academic Exchange Service (DAAD), 2024

18. Januar 2025



Ass. Prof. Iuliia Shvediuk



Ass. Prof. Evelina Kulchytska



Course objectives

The purpose of the course ***"Innovative Entrepreneurship and Startup Project Management"*** is to form a system of knowledge and practical skills in creating and managing startups at the initial stage, to prepare students for participation in incubation, acceleration and grant programs to support startups. The objective of the discipline is high-quality training of students, their professional competencies and outlook, as well as the ability to apply theoretical and practical knowledge in their professional activities.

Course content

1. Startup ecosystem.
2. Principles of team formation. Team dynamics.
3. Design thinking tools.
4. Business model canvas.
5. Value proposition canvas. Customer profile.
6. Customer research. Hypothesis validation.
7. Minimum viable product. Market size assessment and competitor analysis. Sources of funding for startups.
8. Startup presentation. Pitch deck.

Acquired competences*

- SC 3. Ability to determine the prospects for the development of the organisation.
- SC 4. Ability to identify the functional areas of the organisation and the links between them.
- SC 5. Ability to manage the organisation and its units through the implementation of management functions.
- SC 7. Ability to select and use modern management tools.
- SC 11. Ability to create and organise effective communications in the management process.
- SC 12. Ability to analyse and structure the problems of the organisation, to formulate reasonable solutions.
- SC 14. Understand the principles of psychology and use them in professional activities.
- SC 15. Ability to develop and demonstrate leadership and behavioural skills.

*In accordance with the Higher Education Standard of Ukraine for Major 073 "Management", 075 "Marketing", 187 "Woodworking and furniture technology" (Bachelor's level).

