

Start-up and international venture development

Full name of the professor: PhD in Economics, assoc. prof. Tischenko E.B.

Place of the course in the Master's programme: elective course of the master program, 3 trimester.

Brief content of the course: Entrepreneurship and Globalization; Business models; Business planning; Strategy Execution; Financial plan.

The purpose of the discipline is the acquisition by students of the competencies necessary to understand the features of developing a business model of a product when introducing it to the market. The main objectives of the discipline are the formation of students' understanding of tools for identifying market needs and testing hypotheses; developing skills to analyze and understand market needs; developing interdisciplinary skills in a business model development for launching a product on the market; the formation of skills to create and maintain a business from an idea to the stage of expansion in international markets.

Workload of the discipline is 3 ECTS, 108 hours.

Language of instruction: English.

Course midterm control is conducted in the form of final projects defense.