



**Keystone: Training in Entrepreneurship and Leadership**  
**Master Degree**  
**Syllabus**  
**III 2.6.**  
**MBA 537**  
**Specialty: 073 “Management”**  
**Educational program “Business Administration”**

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### Course description

This course covers all stages of creating start-ups and new business. It describes entrepreneurial methods, personality and mindset, minimum viable product, marketing and elevator pitching, how to build team and become leader in it. This course establishes why the insights provided by developing business are so valuable, and outlines how to get the maximum value from your start-up.

The goal of the course is to acquire the abilities and understandings to design and critically assess business as well as to design and carry out different stages of business. The attention will be drawn to theoretical methodological foundations, the application and practice, and reflections of students on their own business design, material collection, and analysis procedures.

The course introduces students to the basic tools of business development and the principles necessary to widespread economic, marketing relationships, business behavior, and consumer choice.

### Learning Outcomes

Upon successful completion of this course, students will be able to:

PH.1. Critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions.

PH.2. Identify problems in the organization and justify methods for solving them.

PH.3. Design effective management systems for organizations.

PH.4. Substantiate and manage projects, generate business ideas.

PH.5. Plan the activities of the organization in strategic and tactical sections.

- PH.6. Have the skills to make, justify and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of applicable law, ethical considerations and social responsibility.
- PH.7. Organize and carry out effective communications within the team, with representatives of various professional groups and in the international context.
- PH.8. Use specialized software and information systems to solve management problems of the organization.
- PH.9. Be able to communicate in professional and scientific circles in the state and foreign languages.
- PH.10. Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional problems.
- PH.11. Provide personal professional development and personal time planning.
- PH.12. Be able to delegate authority and management of the organization (unit).
- PH.13. Be able to plan and implement information, methodological, material, financial and personnel support of the organization (unit).

## **Competences**

- IK. Ability to solve complex problems and problems in the field of management or in the learning process, involving research and / or innovation in the uncertainty of conditions and requirements
- 3K1. Ability to conduct research at the appropriate level;
- 3K2. Ability to communicate with representatives of other professional groups from different levels (with experts from other fields of knowledge / types of economic activity);
- 3K3. Information skills and communication technologies;
- 3K4. Ability to motivate people and move towards a common goal;
- 3K5. Ability to act on the basis of ethical considerations (motives);
- 3K6. Ability to generate new ideas (creativity);
- 3K7. Ability to abstract thinking, analysis and synthesis;
- CK1. Ability to select and use management concepts, methods and tools, including in accordance with defined objectives and international standards;
- CK2. Ability to set values, visions, mission, goals and criteria by which the organization determines further directions of development, to develop and implement appropriate strategies and plans;
- CK3. Ability for self-development, training, effective self-management;
- CK5. Ability to create and organize effective communications in the management process;
- CK6. Ability to form leadership qualities and demonstrate them in the process of managing people;
- CK7. Ability to develop projects, manage them, show initiative and entrepreneurship;
- CK8. Ability to use psychological technologies at work with staff.

## **Internationality**

This course will be based on international practices and approaches to doing business inter alia contemporary managerial practices, best available technologies, and taking into account climate change considerations.

## **Objectives**

Use the theoretic and economic way of thinking to create business ideas;

Describe the team building process;  
Discuss the theory of the firm and the economic meaning of minimum viable product;  
Describe different business models;  
Understand the concepts of entrepreneurial marketing and elevator pitching;  
Understand the concept of entrepreneurial finance.

**Internationality:** The international aspect of the course includes studying the practices from all over the world and working with documents designed by international organizations.

### **Communications**

For individual issues, students should contact the professor ONLY by given e-mail or by Moodle. In the Subject line they should put: UACUFirstNameLastName. E-mail messages will normally be answered within 24 hours.

Note! Only emails sent from the student's corporate email address will be answered.

### **Student Responsibilities**

#### **Time Commitment**

The study of technical courses is cumulative (i.e., an understanding of earlier material is necessary to grasp concepts covered later). Past experience has shown a high correlation between procrastination and low grades. Students must be committed to completing tasks on time.

#### **Technical Aspects**

The student is obliged to provide himself/herself with all the necessary technical equipment for the educational process (laptop or computer, webcam, headsets or headphones, and microphone), as well as access to the Internet.

Only students signed-in with their own first and last names are allowed into video lectures in Zoom.

#### **Grading Policy**

The course is based on mastery of course outcomes. Student grades for this course will be calculated based on performance.

Note: the minimum grade to pass a subject is 60%.

#### **Graduate Grading Guidelines**

The assignment of a letter grade for a course is an indication of the student's overall success in achieving the learning outcomes for the course. The course letter grade may be viewed as a summary statement of the student's achievement in individual assessments (assignments & activities). These assessments are intended to identify for students their strengths as well as those areas in need of improvement. Student work is assessed according to the guidelines below.

## Course-level Grading guidelines:

Grade	ECTS Grade	International Grade
90% - 100%	A	5 (Excellent)
83% - 89%	B	4 (Very Good)
75% - 82%	C	4 (Good)
70% - 74%	D	3 (Good)
35% - 69%	FX	Not acceptable, possible repetition of course

## Criteria for grading:

ECTS grade	Requirements for the student
A	The student demonstrated a comprehensive systemic and in-depth knowledge of program material; processed basic and additional literature; obtained a solid grasp of the conceptual apparatus, methods, techniques and tools provided by the program; found creative abilities in the presentation of the educational program material both on this issue and on related modules of the course and related courses, or the student had a current control of 90-100 points
B	The student demonstrated good knowledge of program material; processed the basic literature, mastered the conceptual apparatus, methods, techniques and tools provided by the program, but with some inaccuracies
C	
D	The student showed mediocre knowledge of the core program material; learned information mainly from a lecture course or just one textbook; mastered only certain methods, techniques and tools provided by the program
E	
FX	The student has significant gaps in knowledge of the main program material; fragmentary mastered the basic concepts, techniques and tools; significant mistakes are made when using them

## Teaching methods and examination

This course is conducted in the form of lectures as well as case studies, and **presentations** made by the students.

The final grade would be a summation of the following:

Final exam (40%)

Tests / Assignments on problematic issues (60 %)

## Participation Points

Students' participation will be assessed according to the following criteria

**Clarity:** Focus on a specific topic and context, give examples, avoid vague generalities or undefined terms

**Accuracy:** Give correct information; students should acknowledge the limits of their knowledge of the topic.

**Precision:** Specific details support all comments.

**Relevance:** Comments connect to the issues.

**Depth:** Address the problem in all its complexity; consider the context of the problem, its root causes, and the other issues it brings up.

**Breadth:** Address the problem from many points of view; consider how others might

understand the problem.

**Logic:** Consider how statements and assumptions work together and communicate them so that others can follow their reasoning.

**Significance:** Focus on the most important elements of a topic or elements that others have overlooked; avoid repeating common knowledge.

**Ethics:** Students should consider how their statements and actions affect others and judge their own contributions in terms of how they benefit the learning community.

**Note:** The professor may choose to define and apply alternative participation criteria at his or her discretion.

**COMPLETION OF ASSIGNMENTS:** Students must turn in all assignments required for the course. Late papers will receive a "check," which indicates a completed assignment but does not have any concomitant point value. To qualify for a "check," papers must be of "C" quality or better.

### Schedule

Week #	Research Projects	Assignments Due	Points
Lecture 1	Introduction to Entrepreneurship, Entrepreneurial Methods	Participation / HW	20
Lecture 2	Entrepreneurial Personality & Mindset	Participation / HW	10
Lecture 3	Team & Leadership, Creativity & Opportunities	Participation / HW	20
Lecture 4	Customer Development, Minimum Viable Product	Participation / HW	20
Lecture 5	Business Models, Entrepreneurial Marketing & Elevator Pitching	Participation / HW	20
Lecture 6	Entrepreneurial Finance & Presentation	Participation / HW	10
Lecture 7	Project presentation, Final		70

### Recommended materials

- Portal for Entrepreneurs - <https://www.entrepreneur.com/>
- Doern, R., Williams, N., & Vorley, T. (2019). Special issue on entrepreneurship and crises: business as usual? An introduction and review of the literature. *Entrepreneurship & Regional Development*, 31(5-6), 400-412.
- Baker, T., & Welter, F. (2018). Contextual entrepreneurship: An interdisciplinary perspective. *Foundations and Trends® in Entrepreneurship*, 14(4), 357-426.
- Bacq, S., & Lumpkin, G. T. (2020). Social entrepreneurship and COVID-19. *Journal of Management Studies*.
- Vedula, S., Dobliger, C., Pacheco, D., York, J. G., Bacq, S., Russo, M. V., & Dean, T. J. (2022). Entrepreneurship for the public good: a review, critique, and path forward for social and environmental entrepreneurship research. *Academy of Management Annals*, 16(1), 391-425.

*The above schedule and procedures are subject to change in the event of extenuating circumstances.*

Протокол засідання кафедр № 2 від 23.08.2021 року

Проректор з навчально-методичної роботи

Л.І.Кондратенко

Завідувач кафедри

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