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*Federal State Autonomous Educational
Institution for Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF
RUSSIA
(RUDN University)
Faculty of economics*

COURSE SYLLABUS

Commercialization of Start-up Projects

Recommended by the Didactic Council for the Education Field

Master Program “International Business”

field 38.04.01 “Economy”

1. THE GOAL OF THE COURSE

The goal of the course is to acquire theoretical knowledge and practical skills for the organizing and conducting Start-up Projects.

The main objectives of the study subjects are:

- to study the essence, types, features of business entities;
- to get acquainted with the organizational and legal forms of entrepreneurship, types of entrepreneurial activity;
- to study the features of the processes of organization, reorganization and liquidation of an entrepreneurial firm;
- to familiarize yourself with the financial mechanisms necessary for doing business.

2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE COURSE

Mastering the course "Commercialization of Start-up Projects" is aimed at developing the following competencies (parts of competencies):

Table 2.1. The list of competencies formed by students in the mastering the COURSE

| Competence code | Competence | Competence achievement indicators (within this course) |
|-----------------|--|--|
| UC-3 | Able to organize and manage the work of the team, developing a team strategy to achieve the goal. | UC-3.1. Determines its role in the team based on the strategy of cooperation to achieve the goal; UC-3.2. Formulates and takes into account in its activities the peculiarities of the behavior of groups of people, identified depending on the goal; UC-3.3. Analyzes the possible consequences of personal actions and plans its actions to achieve a given result; UC-3.4. Exchanges information, knowledge and experience with team members; UC-3.5. Argues his point of view regarding the use of ideas of other team members to achieve the goal; UC-3.6. Participates in team work on the execution of assignments. |
| GPC-1. | Able to apply knowledge (at an advanced level) of fundamental economics in solving practical and/or research problems | GPC-1.1. Has fundamental knowledge in the field of economics. GPC- 1.2. Able to use fundamental knowledge to solve applied and/or research problems. GPC- 1.3. Has the skills to choose methods for solving practical and research problems based on fundamental economic knowledge. |
| PC-1. | Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole | PC 1.1. Able to prepare analytical materials for the evaluation of economic policy measures and strategic decision-making at the micro and macro levels; PC 1.2. Able to analyze and use various sources of information for economic calculations PC 1.3 Able to make a forecast of the main socio-economic indicators of the enterprise, industry, region and the economy as a whole; |

| Competence code | Competence | Competence achievement indicators (within this course) |
|-----------------|--|--|
| PC-2. | Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness. | PC-2.1 Able to independently prepare assignments and develop design solutions taking into account the uncertainty factor, as well as proposals and measures for the implementation of developed projects and programs; PC-2.2. Able to evaluate the effectiveness of projects taking into account the uncertainty factor PC-2.3 Able to develop strategies for the behavior of economic agents in various markets. |
| PC-3. | Able to independently carry out research activities and critically evaluate the results obtained | PC-3.1 Able to generalize and critically evaluate the results obtained by domestic and foreign researchers, identify promising areas, and draw up a research program; PC-3.2 Able to substantiate the relevance, theoretical and practical significance of the chosen topic of scientific research; PC-3.3 Able to conduct independent research in accordance with the developed program and present the results to the scientific community in the form of an article or report |

3. Course in Higher Education Programme Structure

The Course "Commercialization of Start-up Projects" refers to the Optional Disciplines formed by the participants in the educational relations of the block Higher Education Programme Structure

As part of the Higher Education Programme Structure , students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the Course "Commercialization of Start-up Projects".

Table 3.1. The list of components of the Higher Education Program Structure that contribute to the achievement of the planned results of mastering the Course

| Competence code | Competence | Previous Disciplines (Modules) * | Subsequent Disciplines (Modules)* |
|-----------------|---|--|---|
| UC-3 | Able to organize and manage the work of the team, developing a team strategy to achieve the goal. | | Corporate finance Intellectual property management |
| GPC-1. | Able to apply knowledge (at an advanced level) of fundamental economics in solving practical and/or research problems | International trade | Corporate finance |
| PC-1. | Able to analyze and forecast the main socio-economic indicators of the | Business' evaluation and company's cost management | Corporate governance |

| Competence code | Competence | Previous Disciplines (Modules) * | Subsequent Disciplines (Modules)* |
|-----------------|--|---|-----------------------------------|
| | enterprise, industry, region and the economy as a whole | International business management | |
| PC-2. | Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness. | Business' evaluation and company's cost management International business management | Corporate governance |
| PC-3. | Able to independently carry out research activities and critically evaluate the results obtained | Business' evaluation and company's cost management International business management | Corporate governance |

* - filled in in accordance with the matrix of competencies

4. Course Workload and Academic Activities

Course Workload and Academic Activities 3credits.

Table 4.1. Types of academic activities during the period of the HE program(me) mastering

| Types of academic activities during the period of the the program mastering | Course workload, academic hours | Semesters | | | |
|---|---------------------------------|------------|------------|---|---|
| | | 1 | 2 | 3 | 4 |
| <i>Contact academic hours</i> | 36 | | 36 | | |
| lectures | | | | | |
| Seminars | 36 | | 36 | | |
| <i>Self-study, academic hours</i> | 63 | | 63 | | |
| <i>Evaluation and assessment</i> | 9 | | 9 | | |
| Course workload | academic hours | 108 | 108 | | |
| | credits | 3 | 3 | | |

5. CONTENT OF THE DISCIPLINE

Table 5.1. The content of the course (module) by type of educational work

| Name of the course module | Contents of the module (topic) | Types of academic activities |
|--------------------------------|--|------------------------------|
| Module 1. Essence of Start -up | Topic 1. Basics of entrepreneurial activity in Russia. | lectures Seminars |
| | Topic 2. Internal and external environment of the business. Economic environment of business. Business infrastructure. | lectures Seminars |
| | Topic 3. Legal forms of business. | lectures Seminars |
| | Topic 4. Managerial decisions in business. | lectures |

| Name of the course module | Contents of the module (topic) | Types of academic activities |
|--|---|------------------------------|
| | | Seminars |
| Module 2. Commercialization of Start-up Projects | Topic 5. Finance resources: own and loans. Financial efficiency of business. | lectures Seminars |
| | Topic 6. Entrepreneurial risks. | lectures Seminars |
| | Topic 7. Business-planning. | lectures Seminars |
| | Topic 8. Business capitalization. | lectures Seminars |

6. Classroom Equipment and Technology Support Requirements

Table 6.1. Classroom Equipment and Technology Support Requirements

| Classroom for Academic Activity Type | Classroom equipment | Specialized educational / laboratory equipment, software and materials for mastering the discipline |
|--------------------------------------|--|---|
| Lecture | Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.. | Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype |
| Seminars | Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection. | Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype |
| Self-studies | Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection. | Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype |

7. Recommended Sources for Course Studies

BASIC SOURCES:

1. Stephen J. Skripak. Fundamentals of Business. Blacksburg, Virginia 2016
<https://vtechworks.lib.vt.edu/bitstream/handle/10919/70961/Fundamentals%20of%20Business%20%28complete%29.pdf>

ADDITIONAL SOURCES:

1. Grant D., McLarty R. Business Basics: Student's Book. – Great Britain: Oxford University Press, 2017.
2. Axson D.A.J. Best Practices in Planning and Performance Management: Radically Rethinking Management for a Volatile World. – USA: John Wiley and Sons, Ltd, 2016.

3. Gary Vaynerchuk. *Crushing It: How Great Entrepreneurs Build Their Business and Influence-and How You Can, Too*, 2016.

4. William Nickels (Author), James McHugh (Author), Susan McHugh (Author). *Understanding Business*, 11th edition. Mac Graw Hill Education, 2017

• Electronic libraries with access for RUDN students . Databases and search engines
 . ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:

- RUDN Electronic Library System - RUDN EBS <http://lib.rudn.ru/MegaPro/Web>

- ELS "University Library Online" <http://www.biblioclub.ru>

- EBS Yurayt <http://www.biblio-online.ru>

- ELS "Student Consultant" www.studentlibrary.ru

- EBS "Lan" <http://e.lanbook.com/>

2. Databases and search engines:

- electronic fund of legal and normative-technical documentation
<http://docs.cntd.ru/>

- Yandex search engine <https://www.yandex.ru/>

- Google search engine <https://www.google.ru/>

- abstract database SCOPUS [http://www.elsevierscience.ru/products/scopus/-](http://www.elsevierscience.ru/products/scopus/)

Educational and methodological materials for independent work of students in the development of the discipline/module:*

1. *A course of lectures on the discipline "Commercialization of Start-up Projects".*

2. *Topics for independent reports*

3. *Essay Topics*

* - all educational and methodological materials for independent work of students are placed in accordance with the current procedure on the page of the discipline in TUIS!

<https://esystem.rudn.ru/course/index.php?categoryid=833>

8. EVALUATION MATERIALS AND SCORE-RATING SYSTEM FOR ASSESSING THE LEVEL OF FORMATION OF COMPETENCES IN THE COURSE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competences) based on the results of mastering the discipline "Commercialization of Start-up Projects" are presented in the Appendix to this Work Program of the discipline.

*** - OM and BRS are formed on the basis of the requirements of the relevant local normative act of the Peoples' Friendship University of Russia.**

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