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

**Department of National economy**

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## **COURSE SYLLABUS**

### **Commercialization of Start-up Projects**

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**Recommended by MSSN for the field:**

**38.04.01 «Economy»**

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The course instruction is implemented within the professional education programme of higher education

**«International Business»**

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**2023 г.**

## 1. THE COURSE GOALS

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 LEARNING OUTCOMES

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-4.	Able to make economically and financially sound organizational and managerial decisions in his professional activity and be responsible for them.	GPC- 4.1. Develops organizational and managerial decisions in professional activity. GPC- 4.2 Has the skills of reasoned persuasion in support of the proposed financial, economic, organizational and managerial decisions. GPC- 4.3. Controls the results of the implementation of financial, economic, organizational and managerial decisions.
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

Competence code	Competence	Competence achievement indicators (within this course)
		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;
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-4.	Able to make economically and financially sound organizational and managerial decisions in his professional activity and be responsible for them.	International trade	Corporate finance

Competence code	Competence	Previous Disciplines (Modules) *	Subsequent Disciplines (Modules)*
PC-1.	Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole	Business' evaluation and company's cost management International business management	Corporate governance
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			18		
Seminars	36		18		
<i>Self-study, academic hours</i>	63		63		
<i>Evaluation and assessment</i>	9		9		
<b>Course workload</b>	academic hours		<b>108</b>		
	credits		<b>3</b>		

#### 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

Name of the course module	Contents of the module (topic)	Types of academic activities
	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 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](http://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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