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

Department of National economy

COURSE SYLLABUS

Commercialization of Start-up Projects

Recommended by the Didactic Council for the Education Field of:

38.04.01 «Economy»

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

«International Business»

2026 г.

1. THE COURSE GOALS

The goal of the course is to acquire theoretical knowledge and practical skills in solving issues related to the organization and management of startup projects

The objectives of the discipline are:

- to study the essence of startup projects;
- to study the methods of financing startup projects;
- to develop skills in developing and calculating a business idea, calculating initial investments;
- to work out a system for promoting your idea to the end user;
- to get acquainted with the methods of state support for small businesses;
- to get acquainted with the financial and tax mechanisms necessary for carrying out business activities;
- to study the mechanism of drawing up a business model and a business plan

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)
GC-2.	Able to manage the project at all stages of its life cycle.	GC-2.1. Formulates a problem, the solution of which is directly related to the achievement of the project goal; GC-2.2. Defines the links between the tasks set and the expected results of their solution; GC-2.3. Within the framework of the tasks set, determines the available resources and restrictions, the applicable legal norms; GC-2.4. Analyzes the schedule for the implementation of the project as a whole and chooses the optimal way to solve the tasks, based on the current legal norms and available resources and limitations; GC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of the control.
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.

Competence code	Competence	Competence achievement indicators (within this course)
		GPC- 4.3. Controls the results of the implementation of financial, economic, organizational and managerial decisions.
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.

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)*
GC-2.	Able to manage the project at all stages of its life cycle.		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
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

* - 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		
Course workload	academic hours	108		108		
	credits	3		3		

5. COURSE CONTENTS

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

Course module title	Course module contents (topics)	Academic activities types
Section 1. The essence and concept of a start-up project Development of a startup idea.	Topic 1. The essence of a start-up project and the generation of startup ideas.	Lectures Seminars
	Topic 2. Acceptance and the essence of innovation. An ecosystem of innovations.	Lectures Seminars
Section 2. Attracting investments in a startup project	Topic 3. Business angels, venture funds, crowdfunding	Lectures Seminars
	Topic 4. Government programs to support startup ideas	Lectures Seminars
Section 3. Analysis of the external environment. Analysis of the competitive environment.	Topic 5 The economic environment of business. Non-economic business environment. The concept of a business ecosystem.	Lectures Seminars
	Topic 6. Analysis of the competitive environment. Identification of competitors. PEST analysis.	Lectures Seminars
Section 4. Marketing strategy and advertising in organizing a start-up project.	Topic 7. Identification of the target audience. Identification of competitors. Determining your competitive advantage. SWOT analysis	Lectures Seminars
	Topic 8. Creating a corporate identity. Marketing strategy. Advertisement. Promoting an idea to the market.	Lectures Seminars
Section 5. Making management decisions	Topic 9. Choosing a location. Calculation of the need for labor resources.	Lectures Seminars

Course module title	Course module contents (topics)	Academic activities types
when organizing a startup project	Topic 10. Calculation of the need for material resources. Cost formation and management. Pricing.	Lectures Seminars
Section 6. Financial mechanisms for managing a startup project	Topic. 11 Formation of a financial model. Calculation of the required investments.	Lectures Seminars
	Topic 12. Building a business model based on Osterwalder. Drawing up a business plan	Lectures Seminars

Course module title	Course module contents (topics)	Annotation
Section 1. The essence and concept of a start-up project Development of a startup idea.	Topic 1. The essence of a start-up project and the generation of startup ideas.	How To come up with business idea: 1. Own idea (Education; Hobbies; Opportunity, connections) 2. Franchising 3. Free niche (geographically determined) 4. Innovative ideas 5. Social ideas
	Topic 2. Acceptance and the essence of innovation. An ecosystem of innovations.	Key Types of Innovation by Focus: Product/Service Innovation: Process Innovation: Business Model Innovation: Organizational Innovation: Marketing Innovation: Channel/Experience Innovation
Section 2. Attracting investments in a startup project	Topic 3. Business angels, venture funds, crowdfunding	Making differences between: business angels, venture funds, crowdfunding
	Topic 4. Government programs to support startup ideas	Government programs for startups offer grants, loans, and technical assistance, with a major focus on R&D, technology innovation, and regional development.
Section 3. Analysis of the external environment. Analysis of the competitive environment.	Topic 5 The economic environment of business. Non-economic business environment. The concept of a business ecosystem.	Internal business environment (equipment, staff, profitability rete), External business environment: Direct (Competitors, consumers). Indirect (Climate, social factors, laws)
	Topic 6. Analysis of the competitive environment. Identification of competitors. PEST analysis.	PEST analysis is a tool for determining the company's strategy in the long term. The abbreviation PEST consists of English words:

Course module title	Course module contents (topics)	Annotation
		Politics (politics) – the political environment of the company. Economics - the economic environment of the company. Socio – Culture is a socio-cultural environment. Technology (technologies) – the technological environment of the company
Section 4. Marketing strategy and advertising in organizing a start-up project.	Topic 7. Identification of the target audience. Identification of competitors. Determining your competitive advantage. SWOT analysis	In practice, there are 10 areas in which it is recommended to draw conclusions: Look at the strengths of your product: what competitive advantage of the product should be strengthened and developed? What strengths of the company are not so obvious to buyers? What strengths need more effective communication?
	Topic 8. Creating a corporate identity. Marketing strategy. Advertisement. Promoting an idea to the market.	Key Components of a Marketing Strategy : Identifying specific customer segments based on research to understand their pain points and preferences. Value Proposition & Positioning: Articulating why customers should buy from you, rather than competitors. Marketing Mix (4 Ps): Defining the product, price, place (distribution), and promotion tactics
Section 5. Making management decisions when organizing a startup project	Topic 9. Choosing a location. Calculation of the need for labor resources.	Calculation expenses on salary to workers: time -wage, piecework. Analyzing motivation: direct material, non-direct material, non-material.
	Topic 10. Calculation of the need for material resources. Cost formation and management. Pricing.	Fixed assets, Current assets. Amortization calculation. Prime cost Vs Production cost.
Section 6. Financial mechanisms for managing a startup project	Topic. 11 Formation of a financial model. Calculation of the required investments.	Initial investment (Purchase of equipment and furniture, Rent + communal, Salary to managers, raw materials, marketing and etc)

Course module title	Course module contents (topics)	Annotation
	Topic 12. Building a business model based on Osterwalder. Drawing up a business plan	<p>Key Components Usually Included in a Business Plan PDF:</p> <p>Executive Summary: A high-level overview of the entire business.</p> <p>Company Description: What the business does, its mission, and goals.</p> <p>Market Analysis: Evaluation of industry, customers, and competition.</p> <p>Marketing & Sales Strategy: How products/services will be promoted and sold.</p> <p>Operating Plan: How the business will function daily, including production and logistics.</p> <p>Financial Projections: Detailed budgets, income statements, and funding requirements</p>

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,	Laptop, projector, board, screen Software: Microsoft Windows, MS Office /

Classroom for Academic Activity Type	Classroom equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline
	projection screen, stable wireless Internet connection.	Office 365, MS Teams, Chrome (latest stable release), Skype

7. RESOURCES RECOMMENDED FOR COURSE STUDY

BASIC SOURCES:

1. Pavlov, P. V. International business : учебник : [16+] / P. V. Pavlov ; Южный федеральный университет. – Ростов-на-Дону ; Таганрог : Южный федеральный университет, 2019. – 295 с. : ил. – Режим доступа: по подписке. – URL: <https://biblioclub.ru/index.php?page=book&id=577784> (дата обращения: 11.04.2024). – ISBN 978-5-9275-3129-5. – Текст : электронный.
2. Project Management : textbook / D.D. Tsiteladze. — Moscow : INFRA-M, 2023. — 339 p. : il. — (Higher Education). — DOI 10.12737/1859087. - ISBN 978-5-16-017502-7. - Текст : электронный. - URL: <https://znanium.com/catalog/product/1859087> (дата обращения: 11.04.2024). – Режим доступа: по подписке.
3. 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. Shchepin, E. Diving Into the Red Ocean : how to break the rules of retail and come out on top : практическое пособие : [16+] / E. Shchepin. – Москва : Альпина Паблицер, 2022. – 280 с. : ил. – Режим доступа: по подписке. – URL: <https://biblioclub.ru/index.php?page=book&id=707377> (дата обращения: 11.04.2024). – ISBN 978-5-9614-7188-5. – Текст : электронный.
2. Юдина, И. В. International Business : хрестоматия для студентов-бакалавров направлений «Экономика», «Торговое дело» / И. В. Юдина. - Москва : РУТ (МИИТ), 2018. - 32 с. - Текст : электронный. - URL: <https://znanium.com/catalog/product/1896137> (дата обращения: 11.04.2024). – Режим доступа: по подписке.
3. Grant D., McLarty R. Business Basics: Student's Book. – Great Britain: Oxford University Press, 2017.
4. 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.
5. Gary Vaynerchuk. Crushing It: How Great Entrepreneurs Build Their Business and Influence-and How You Can, Too, 2016.
6. 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.**

Associate Professor of the Department

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