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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Autonomous Educational Institution of Higher Education

"Moscow Polytechnic University"

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"15" февраля 2024

Dean of the Faculty
of Economics and Management
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"15" февраля 2024

WORKING PROGRAM OF THE DISCIPLINE

"Startup Management"

Field of study
38.03.02 Management

Educational program (profile)
"Business Process Management"

Qualification (degree)
Bachelor

Form of study
Part-time

Moscow 2024

Developer(s):

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Agreed:

Head of the Department of Management,

Ph.D., Associate Professor  /E.E. Alenina/

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1. Goals, objectives and planned learning outcomes in the discipline

The main goals of mastering the discipline “Startup Management” include familiarizing students with the theory and practices of management activities regarding enterprises and small business organizations and studying the possibilities and methods of commercializing technologies and business models.

The main objectives of mastering the discipline “Startup Management” include:

- studying the practical side of creating and registering business entities.
- studying the basics of business planning, primary analysis of an innovative project.
- studying the possibilities of creating innovative small and medium-sized businesses.

Training in the discipline “Startup Management” is aimed at developing the following competencies in students:

Code and name of competencies	**Indicators of Competency Achievement**
PK-5. Able to collect information about business problems and identify business opportunities for the organization	**IPK-5.1.**Knows the theory of interpersonal and group communication in business interaction; conflict theory; methods, techniques, processes and tools for managing stakeholder requirements; visual modeling languages; risk management theory; systems theory; subject area and specifics of the organization’s activities to the extent sufficient to solve business analysis problems. **IPK-5.2.**Able to use stakeholder identification techniques; plan, organize and conduct meetings and discussions with stakeholders; use effective communication techniques; identify, register, analyze and classify risks and develop a set of measures to minimize them; collect, classify, systematize and ensure storage and updating of business analysis information; formalize the results of business analysis in accordance with the selected approaches; identify connections and dependencies between elements of business analysis information; present business analysis information in a variety of ways and formats for discussion with stakeholders; apply information technology to the extent necessary for business analysis purposes; analyze internal (external) factors and conditions affecting the organization’s activities; analyze the requirements of stakeholders in terms of quality criteria determined by the selected approaches; formalize the requirements of stakeholders in accordance with the selected approaches; classify stakeholder requirements according to the chosen approaches; model stakeholder requirements in accordance with the selected approaches; document the requirements of interested parties in accordance with the selected approaches to formalizing requirements; determine the attributes of stakeholder requirements and their meanings in accordance with the selected approaches; manage changes in stakeholder requirements in accordance with the chosen approach; analyze the quality of business analysis information in terms of selected criteria; analyze the subject area; perform functional breakdown of work; model the scope and boundaries of work; identify and categorize business problems or business opportunities; present information about identified business problems or business opportunities in a variety of ways and formats for discussion with stakeholders. **IPK-5.3.**Possesses the skills to analyze the needs of stakeholders; context analysis; identifying and documenting true business problems or business opportunities; agreeing with stakeholders on identified business problems or business opportunities; formation of target indicators for decisions.

2. Place of discipline in the structure of the educational program

The discipline refers to the part formed by the participants in educational relations, block B1 "Disciplines (modules)".

The discipline "Startup Management" is logically, substantively and methodologically interconnected with the following disciplines and practices of the EP:

- Fundamentals of Management;
- Methods of making managerial decisions; - Process management.

3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credit units (144 hours).

3.1 Types of educational work and labor intensity

(according to forms of study)

3.1.1. Part-time education

No. p/p	Type of educational work	Number of hours	Semesters	
			7	
1	**Auditory lessons**	**72**	72	
	Including:			
1.1	Lectures	36	36	
1.2	Seminars/practical sessions	36	36	
2	**Independent work**	**72**	72	
3	**Interim certification**			
	Test/differential test/exam	**Exam**	Exam	
	Total	**144**	144	

3.2 Thematic plan for studying the discipline

(according to forms of study)

3.2.2. Part-time education

No. p/p	Sections/topics of the discipline	Labor intensity, hour					
		Total	Classroom work				Independent Job
			Lectures	Seminars/ Ptactical classes	Laboratory classes	Practical Preparation	
1.1	Topic 1 Concept of a startup	16	4	4			8

1.2	Topic 2 Intellectual property and startup analysis	16	4	4			8
1.3	Topic 3 Development of a startup business model	16	4	4			8
1.4	Topic 4 Promotion of startup products	16	4	4			8
1.5	Topic 5 Developing a startup financing strategy	16	4	4			8
1.6	Topic 6 Cash flow planning	16	4	4			8
1.7	Topic 7 Startup risk assessment	16	4	4			8
1.8	Topic 8 Startup assessment	16	4	4			8
1.9	Topic 9 Startup financing and valuation	16	4	4			8
	Total	**144**	**36**	**36**			**72**

3.3 Contents of the discipline

Topic 1. The concept of a startup.

Startup. The essence of the definition. Features of a startup organization. Commercialization of intellectual property as the basis of a startup. Startup stages. Strategies for creating a startup. Creating a startup at a university. Creating a startup within an existing enterprise. Startup as a Small Innovative Enterprise (SIE); Startup within a corporate accelerator; A startup as part of a business incubator, technology park or business accelerator.

Topic 2. Intellectual property and startup analysis.

Analysis of startup intellectual property. Startup intellectual property objects. Directions for analyzing startup intellectual property. Pros and cons of Know-How and patents. Technical audit. Analysis of potential demand for a startup.

Topic 3. Development of a startup business model.

Concepts and types of business models. Osterwalder and Pigneur model. Basic elements of a startup business model. Types of business models within the Kenevin approach. Multi-sided platforms. "A long tail". "Razor and Blade". Model "Free". The main stages of building a business model.

Topic 4. Promotion of startup products.

Features of guerrilla marketing of a startup. Introduction of the product into everyday life (Life Placement); Use of environmental items for advertising (Ambient Marketing); Placement of information in works of art (Product Placement); recommendations; present; collaboration; shocking events. Basic internet marketing tools. Types of Internet advertising.

Topic 5. Development of a startup financing strategy.

Analysis of government methods of financing a startup. Types of non-state financing. Activities of the Innovation Promotion Fund. Seed investment fund of the Russian Venture Company. "Start" program. Types of leasing. Crowdfunding. Methods of searching for new ideas: active and passive; Stages of commercialization of technologies for various industries; Business models and commercialization approaches
(monetization) types of business;

Topic 6. Cash flow planning.

Ways to attract investment. Cash Flow Statement (CFS). Types of cash flows. The economic essence of cash flow. Equity and debt financing. Debt-free cash flow. Key parameters affecting cash flow.

Topic 7. Startup risk assessment.

Basic startup risks. Risk. Types of startup risks. Sources of risks. Country risks. Industry risks. Risks in the field of intellectual property. Risks of information leakage about technical solutions. Risks in the field of financing. Accounting for startup risks in cash flow. Scripting method. Reservation method. Capitalization method.

Topic 8. Startup assessment.

Startup performance indicators. Static and dynamic indicators. Types of return on capital. Return on assets. Return on investment. Net present value. Rate of return. Valuing a startup in the interests of a venture investor.

Topic 9. Startup financing and valuation

Evaluation of a startup within a corporate accelerator. Specifics of a corporate accelerator. The process of selecting a startup within a corporation. Assessment of changes in corporate cash flows. Choosing a startup financing method. Infrastructure formations. Choosing a startup financing method. Tax optimization.

3.4 Topics of seminars/practical and laboratory classes

3.4.1. Seminars/practical sessions

Topic 1 Concept of a startup	Seminar session 1
Topic 2 Intellectual property and startup analysis	Seminar session 2
Topic 3 Development of a startup business model	Seminar session 3
Topic 4 Promotion of startup products	Seminar session 4
Topic 5 Developing a startup financing strategy	Seminar session 5
Topic 6 Cash flow planning	Seminar session 6
Topic 7 Startup risk assessment	Seminar session 7
Topic 8 Startup assessment	Seminar session 8
Topic 9 Startup financing and valuation	Seminar session 9

4. Educational, methodological and information support

4.1 Main literature

1. Spiridonova, E. A. Creating startups: a textbook for universities / E. A. Spiridonova. - Moscow: Yurayt Publishing House, 2021. - 193 p. - (Higher education). — ISBN 978-5-534-14065-1. — Text: electronic // Educational platform Urayt [website]. — URL: https://urait.ru/bcode/467740

4.2 additional literature

1. Kuptsova, E. V. Business planning: textbook and workshop for universities / E. V. Kuptsova, A. A. Stepanov. - Moscow: Yurayt Publishing House, 2021. - 435 p. - (Higher education). — ISBN 978-5-9916-8377-7. — Text: electronic // Educational platform Urayt [website]. — URL: https://urait.ru/bcode/469221

2. Peredera, J. S. Analysis of mergers and acquisitions: a textbook for universities / J. S. Peredera, A. V. Fedorov. - Moscow: Yurayt Publishing House, 2021. - 140 p. - (Higher education). — ISBN 978-5-534-14819-0. — Text: electronic // Educational platform Urayt [website]. — URL: https://urait.ru/bcode/481972

4.3 Electronic educational resources

An electronic educational resource on the discipline is under development.

5. Logistics support

Auditorium for lectures and seminars of the general fund. Study tables with benches, a blackboard, a portable multimedia complex (projector, projection screen, laptop). Teacher's workplace: table, chair.

6. Guidelines

6.1 Methodological recommendations for teachers on organizing training

A presentation (from the English word - presentation) is a set of color pictures, slides on a specific topic, which is stored in a special format file with the PP extension. The term “presentation” (sometimes called “slide film”) is associated primarily with the information and advertising functions of pictures, which are designed for a certain category of viewers (users).

In order for the presentation to be well received by the audience and not cause negative emotions (subconscious or fully conscious), it is necessary to follow the rules of its design.

A presentation involves a combination of information of various types: text, graphics, music and sound effects, animation and video clips. Therefore, it is necessary to take into account the specifics of combining pieces of information of different types. In addition, the design and display of each of the listed types of information is also subject to certain rules. So, for example, the choice of font is important for textual information, brightness and color saturation are important for graphic information, and optimal relative position on the slide is necessary for the best possible perception of them together.

In addition to the correct arrangement of text blocks, we must not forget about their content - the text. Under no circumstances should it contain spelling errors. You should also take into account the general rules of text formatting.

After creating a presentation and its design, you need to rehearse its presentation and your speech, check how the presentation as a whole will look (on a computer screen or projection screen), how quickly and adequately it is perceived from different places in the audience, under different lighting, noise, in an environment as close as possible to real performance conditions.

6.2 Guidelines for students on mastering the discipline

A lecture is a systematic, consistent, monologue presentation by a teacher of educational material, usually of a theoretical nature. When preparing a lecture, the teacher is guided by the work program of the discipline. During lectures, it is recommended to take notes, which will allow you to subsequently recall the studied educational material, supplement the content when working independently with literature, and prepare for the exam.

You should also pay attention to categories, formulations that reveal the content of certain phenomena and processes, scientific conclusions and practical recommendations, positive experience in oratory. It is advisable to leave margins in your working notes in which to make notes from the recommended literature, supplementing the material of the lecture you listened to, as well as emphasizing the special importance of certain theoretical positions.

Conclusions from the lecture summarize the teacher's thoughts on educational issues. The teacher provides a list of used and recommended sources for studying a specific topic. At the end of the lecture, students have the opportunity to ask questions to the teacher about the topic of the lecture. When delivering lectures on the discipline, electronic multimedia presentations can be used.

Guidelines for students when working at the seminar

Seminars are implemented in accordance with the working curriculum with sequential study of the topics of the discipline. In preparation for the seminars, the student is recommended to study the basic literature, familiarize himself with additional literature, new publications in periodicals: magazines, newspapers, etc. In this case, you should take into account the recommendations of the teacher and the requirements of the curriculum. It is also recommended to finalize your lecture notes by making appropriate notes from the literature recommended by the teacher and provided for by the curriculum. Abstracts should be prepared for presentations on all educational issues brought up for the seminar.

Since the student's activity in seminar classes is the subject of monitoring his progress in mastering the course, preparation for seminar classes requires a responsible attitude. During interactive classes, students must be active.

Guidelines for students on organizing independent work

Independent work of students is aimed at independent study of a separate topic of the academic discipline. Independent work is mandatory for each student, its volume is determined by the curriculum. When working independently, the student interacts with the recommended materials with the participation of the teacher in the form of consultations. To perform independent work, methodological support is provided. The electronic library system (electronic library) of the university provides the possibility of individual access for each student from any point where there is access to the Internet.

7. Appraisal Fund

7.1 Methods for monitoring and assessing learning outcomes

Indicator of the level of competence development

Startup management
Federal State Educational Standard of Higher Education 38.03.02 "Management"

In the process of mastering this discipline, the student develops and demonstrates the following competencies:					
COMPETENCIES		**List of components**	**Technology for developing competencies**	**Form of assessment tool****	**Degrees of levels of mastering competencies**
IN-DEX	**FORMULATED-CA**				
PK-5	Able to collect information about business problems and identify business opportunities for the organization	**IPK 5.1.**risk management theory; systems theory; subject area and the specifics of the organization's activities to the extent sufficient to solve business analysis problems. **IPK 5.2.**formalize the results of business analysis in accordance with the selected approaches; identify connections and dependencies between elements of business analysis information; **IPK 5.3.**methods for identifying business opportunities and developing business solutions for their implementation	lecture, independent work, seminar classes	DS, T, E	**A basic level of-** able to prepare documents for the creation of new business structures **Increased level -**create and improve documentation taking into account the rights and interests of shareholders and investors.

7.2 Scale and criteria for assessing learning outcomes

Scales for assessing the results of intermediate certification and their description:

Form of intermediate certification: exam.

Interim certification of students in the form of an exam is carried out based on the results of completing all types of academic work provided for by the curriculum for a given discipline (module), while taking into account the results of ongoing monitoring of progress during the semester. Assessment of the degree to which students have achieved the planned learning outcomes in the discipline (module) is carried out by the teacher leading classes in the discipline (module) using the method of expert assessment. Based on the results of the intermediate certification for the discipline (module), a grade of "excellent", "good", "satisfactory" or "unsatisfactory" is given.

Only students who have completed all types of academic work provided for by the work program in the discipline "Startup Management" (passed the intermediate control) are allowed to take the intermediate certification.

Grading scale	**Description**
Great	All types of educational work provided for by the curriculum have been completed. The student demonstrates compliance of knowledge, abilities, and skills with those given in the tables of indicators, operates with acquired knowledge, abilities, skills, and applies them in situations of increased complexity. In this case, minor errors, inaccuracies, and difficulties during analytical operations and the transfer of knowledge and skills to new, non-standard situations may be made.

Fine	All types of educational work provided for by the curriculum have been completed. The student demonstrates incomplete, correct compliance of knowledge, skills and abilities with those given in the tables of indicators, or if 2-3 insignificant errors were made.
Satisfactorily	All types of educational work provided for by the curriculum have been completed. The student demonstrates the consistency of knowledge, which covers the main, most important part of the material, but at the same time one significant error or inaccuracy was made.
Unsatisfactory	One or more types of educational work provided for by the curriculum have not been completed. The student demonstrates incomplete compliance of knowledge, abilities, skills with those given in the tables of indicators, significant mistakes are made, a lack of knowledge, abilities, skills is manifested in a number of indicators, the student experiences significant difficulties in operating knowledge and skills when transferring them to new situations.

7.3 Evaluation tools

List of assessment tools for the discipline "Startup Management"

No. OS	Name of the assessment facilities	Brief description of the evaluation tool	Presentation of the evaluation tool in FOS
1	Report, message (DS)	The product of the student's independent work, which is a public speech on presenting the results obtained from solving a certain educational-practical, educational-research or scientific topic	Topics of reports, messages
2	Test (T)	A system of standardized tasks that allows you to automate the procedure for measuring the level of knowledge and skills of a student.	Test task fund
3	Exam (E)	Final form of knowledge assessment. In higher education institutions they are held during examination sessions.	Questions for the exam

7.3.1. Current control

Topics of reports on the discipline

"Startup Management"
(formation of competence PK-5)

1 The role of small business in the state economy.
2 Procedure for creating business entities.
3 Farming. Specifics of creation and work.
4 State regulation of small business.
5 Mechanisms for monitoring the activities of employees of small enterprises.
6 Business models. Structure and methods of creation.
7. Copyright protection in the USSR and the Russian Federation.
8. Methods for estimating the value of patents.
9. Innovation in small business. Startup technology.
10. Startup as an R&D department of large corporations. The history of the largest startup purchase transactions.
11.Business plan as a key component of a startup. Typical errors when compiling. It is possible to choose a specific topic in agreement with the teacher.

Report evaluation criteria

No.	Criterion	Grade			
		ex.	chorus	satisfaction	unsatisfactory
1	Structure of the report	The report contains semantic parts balanced in volume	The report contains three semantic parts, unbalanced in volume	One of the semantic parts is missing from the report	The report does not show the presence of semantic parts
2	Contents of the report	The content reflects the essence of the problem under consideration and	The content does not fully reflect the essence of the issue under consideration.	The content does not fully reflect the essence of the issue under consideration.	The content does not reflect the essence of the problem under consideration or
		main results obtained	problems or main results obtained	problems and main results obtained	main results obtained
3	Mastery of the material	The student has complete command of the material presented, is problem oriented, and answers questions freely	The student knows the material presented, is oriented in the problem, finds it difficult to answer some questions	The student is not fluent enough in the material being presented and is poorly oriented in the problem	The student does not know the material being presented and has poor understanding of the problem

4	Matching theme	The presented material fully corresponds to the stated topic	The presented material contains elements that are not relevant to the topic	In the material presented there is a large amount elements not related to the topic	The material presented is slightly relevant to the topic

Tests by discipline
"Startup Management"
(formation of competence PK-5)

Analysis of the results of marketing activities to promote a startup (startup product) on the Internet is:

A) conversion

B) cost per lead

C) number of leads

D) web analytics

ANSWER: D

In what case will the educational institution own some of the intellectual property rights associated with a startup?

A) Creating a startup at a university

B) Creating a startup within an existing enterprise

C) Startup as an independent small innovative enterprise (SIE)

D) Startup within a corporate accelerator

ANSWER: A

A type of startup financing that involves the interaction of a startup with a large number of investors by posting information about the target project on a specialized IT platform:

A) crowdfunding

B) ICO (Initial Coin Offering)

C) angel funding

D) exit to IPO

ANSWER: A

An introduced or being implemented innovation that provides increased process efficiency and (or) improved product quality that is in demand by the market is:

A) startup

B) innovation

C) R&D D) idea

ANSWER: B

A possible loss of invested funds associated with the uncertainty of business processes is:

A) risks

B) technological risks

C) commercial risks

D) systematic risks

ANSWER: A

A venture investor's exit from a startup is called:

A) moment of divestment

B) capitalization method

C) capital market method

D) comparability analysis

ANSWER: A

Cash flow, which represents the total of receipts and expenses for a specific period of time, is:

A) cash flow

B) investments

C) cash flow statement

D) cash flow sharing

ANSWER: A

Dynamic indicators of a startup's commercial performance are based on:

A) arrived

B) cash flow

C) return on equity

D) time and risk factors

ANSWER: B

Which business model is characterized by active interaction with external partners, which is implemented both "from the outside" and "from the inside"?

A) business model of Alexander Osterwalder and Ina Pigne

B) business model "Kenevin" by D. Snowden

C) open business model

D) closed business model

ANSWER: C

What business model is characterized by the presence of two or more groups of customers, and at the same time there is a network effect (manifesting itself both directly and indirectly)?

A) business model "Multi-sided platforms"

B) "Long Tail" business model

C) business model "Razor and Blade"

D) "Free" business model

ANSWER: A

To calculate this type of startup cash flow, you should use a price forecast:

A) total cash flow

B) debt-free cash flow

C) nominal cash flow

D) real cash flow

ANSWER: C

These startup performance indicators include net present value, profitability index, internal rate of return, discounted payback period:

A) statistical indicators

B) dynamic indicators

C) basic dynamic indicators

D) basic statistics

ANSWER: C

What type of marketing is aimed at increasing the target audience through advertising posts on social networks, blogs and forums, holding competitions, surveys, and audience-targeted advertising?

A) contextual advertising

B) Landing-Page (“landing page”)

C) SEO optimization (Search Engine Optimization)

D) SMM - promotion (Social Media Marketing)

ANSWER: D

Which option for protecting intellectual property within a startup is considered the most reliable?

A) certificate

B) national patent

C) trade secret regime

D) triple patent regime

ANSWER: D

Which type of infrastructure is most effective for startups, since it provides them with the opportunity to use the corporation’s financial resources, its production infrastructure, and technical support?

A) technopark

B) business incubator

C) corporate accelerator

D) autonomous navigation

ANSWER: C

Which of the startup business modeling tools guides the startup toward using its own strengths and capabilities?

A) MVP (Minimum Viable Product)

B) Agile technology

C) bootstrapping

D) Scrum technology

ANSWER: C

Which guerrilla marketing method involves interacting with companies that provide related services and are not competitors?

A) present

B) collaborations

C) shocking events

D) recommendations

ANSWER: B Which guerrilla marketing method is the most expensive for a startup?

A) Life Placement

B) Ambient Marketing

C) Product Placement

D) recommendations

ANSWER: C

A small company with significant potential for growth due to the uniqueness of its product offering in the market, operating in conditions of uncertainty and in search of a sustainable and scalable business model is:

A) startup

B) innovation

C) R&D D) idea

ANSWER: A

One of the key parameters when planning a startup's cash flows, aimed at reducing fixed and variable costs:

A) the price of indifference

B) price sensitivity measurement method

C) price elasticity of millet

D) cost structure analysis

ANSWER: D

Determining the value of a cash flow by bringing the value of all payments to a certain point in time is:

A) capitalization

B) incorporation

C) discounting

D) systematization

ANSWER: C

The ratio of a startup's profit to all startup investments is:

A) return on equity (ROE)

B) return on invested capital (ROI)

C) inverse price/earnings method

D) real asset valuation model, CAPM

ANSWER: B

Search engine promotion on the Internet, which is the editing of website elements in order to improve its position in search, is:

A) contextual advertising

B) Landing-Page ("landing page")

C) SEO optimization (Search Engine Optimization)

D) SMM - promotion (Social Media Marketing)

ANSWER: C

Political and legal risks, economic risks, incl. changes in tax legislation, as well as inflation and currency risks belong to the group: A) country risks

B) industry risks

C) commercial risks

D) unsystematic risks

ANSWER: A

The placement of capital for the purpose of making a profit is:

A) cash flow

B) investments

C) cash flow statement

D) cash flow sharing

ANSWER: B

The result of segmenting the startup consumer market will be:

A) competitiveness

B) consumer market segmentation

C) potential buyer profile

D) segment capacity

ANSWER: C

Risks that relate to the activities of a startup and are associated with both a lack of funding and poor promotion of the startup's product are classified as:

A) country risks

B) industry risks

C) commercial risks

D) unsystematic risks

ANSWER: D

According to which business model, an organization can experience four states: ordered simple and ordered complex systems, chaotic and complex systems?

A) business model of Alexander Osterwalder and Ina Pigne

B) business model "Kenevin" by D. Snowden

C) open business model

D) closed business model

ANSWER: B

Such key factors of the competitiveness of the target product of a startup, such as the price of the product, the cost of its setup, delivery, consumption, are collectively called: A) economic factors

B) operational factors

C) regulatory factors

D) social factors

ANSWER: A

The individual or entity that will receive a stake in the target startup in exchange for its investment in the startup is called:

A) investor

B) stakeholder

C) partner

D) creditor

ANSWER: B

The closer this indicator of the algorithm for assessing a startup's competitiveness is to 100%, the better the startup's product satisfies consumer requirements:

A) ideal startup product model

B) ranking of technical and operational parameters

C) comparison of technical and operational parameters of a startup product with the parameters of an ideal model

D) Determination of Customer Satisfaction Index (CSI)

ANSWER: D

This type of startup financing includes an investment tax credit, tax and customs benefits, tax holidays:

A) direct government funding

B) non-state financing

C) indirect government funding

D) negative financing

ANSWER: C

This type of startup financing means that the money comes from private companies and individuals:

A) direct government funding

B) non-state financing

C) indirect government funding

D) negative financing

ANSWER: B

This type of startup financing is provided on a competitive basis through a system of grants from budgetary and extra-budgetary funds:

A) direct government funding

B) non-state financing

C) indirect government funding

D) negative financing

ANSWER: A

This indicator for assessing the effectiveness of a startup is the ratio of financial results to costs, in other words, we are talking about the return per ruble of invested capital:

A) commercial viability

B) social efficiency

C) budget efficiency

D) performance indicator

ANSWER: A

7.3.2. Interim certification

Questions for the discipline exam
"Startup Management"
(formation of competence PK-5)

1. Startup. The essence of the definition.
2. Startup stages.
3. Features of creating a startup as part of an existing enterprise, business incubator, technology park or business accelerator.
4. Startup intellectual property objects.
5. Pros and cons of Know-How and patents.
6. Analysis of potential demand for a startup.
7. Concepts and types of business models.
8. Basic elements of a startup business model.

9. Types of business models within the Kenevin approach.
10. The essence of Long Tail business models. "Razor and Blade". Model "Free".
11. Osterwalder and Pigneur model.
12. Features of guerrilla marketing of a startup.
13. Basic internet marketing tools.
14. Types of Internet advertising.
15. Types of non-state financing.
16. Types of leasing.
17. State methods of financing startups.
18. Business models and approaches to commercialization (monetization) of business types;
19. Ways to attract investment. Types of cash flows. The economic essence of cash flow.
20. Key parameters affecting cash flow.
21. Basic startup risks.
22. Country risks.
23. Sources of risks.
24. Accounting for startup risks in cash flow.
25. Startup performance indicators.
26. Choosing a startup financing method.

Ticket form

MINISTRY OF EDUCATION AND SCIENCE OF THE RUSSIAN FEDERATION
FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION
HIGHER EDUCATION
"MOSCOW POLYTECHNIC UNIVERSITY"
(MOSCOW POLYTECH)

Faculty of Economics and Management, Department of Management
Discipline: Startup management
Direction of training: 03/38/02 “Management”
Course: _, group _____, form of study: full-time, part-time and part-time

TICKET No. 1.

1.Question assessing the competence of PC-5
2. Question assessing the competence of PC-5

Approved at the department meeting “___” _____ 202_, minutes No. __.

Head Department of Management _____ /Alenina E.E./