

Discipline: Startup Engineering

Annotation

Labor intensity: 3 ECTS, 108 academic hours.

Final control form: exam

Startup engineering is a modern technology for creating startups, which starts with generating an idea and ends with creating a ready-made business.

As you know, roughly 90% of startups fail for many reasons. If a draw parallels between the process of creating startups and manufacturing process, you will notice that it is possible to draw parallels between the probability of failure in the case of creating startups and the likelihood of getting rejects in production processes. So, if we introduce the concept of a system into the process of creating startups total quality management, then we can say with confidence that such an approach can reduce the likelihood of failure in building startups.

The Startup Engineering course contains a systematic presentation of the main concepts and methods of generating a business idea, techniques for developing innovative solutions, generating a business name, studying customer needs, creating a product or service, then building a business model and creating a concept and prototype product.

The content of the course covers: basic concepts of organization building models, description and analysis of business modeling tools, analysis methods activities of the company, developing a strategy and an action plan to achieve planned goals. The study of the course is accompanied by practical exercises in performing individual tasks and group work, and creating your own business (startup).

1.1. The relationship of the discipline with other disciplines of the curriculum of the specialty (directions).

The course "Startup Engineering" is interconnected with such disciplines of the specialty "Economics" as "Business Engineering", "Financial Mathematics", "Economics firms ", etc.

1.2. Requirements for the initial levels of knowledge, skills and abilities of students for passing the discipline. Starting to study this course, it is assumed that students have necessary knowledge in the framework of programs in the subjects "Mathematical analysis", "Linear Algebra" and "Probability and Mathematical Statistics".