

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

"APPROVED"
Deputy Head
(vice-rector for scientific and pedagogical work)

" "

**KNOWLEDGE-INTENSIVE INNOVATIVE
ENTREPRENEURSHIP**
syllabus

Field of knowledge **all**
Speciality **all**
Educational level **Second (master degree)**
Educational program **all**

Course type **Elective**
Language of teaching, learning and assessment **English**

Head of economics of enterprise
and management department

A. S. Panchuk

**Kharkiv
2020**

APPROVED

at the meeting of the Economics of Enterprise and Management Department
Protocol № 1 dated 26.08.2020.

Developer:

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Update and re-approval of syllabus

Academic year	Date of the department`s meeting	Protocol №	Head of Department signature

Introduction

Abstract. Knowledge-intensive innovative firms are defined as new learning organizations that use and transform existing knowledge and generate new knowledge in order to innovate within innovation systems.

This course examines entrepreneurship from three interrelated perspectives. Firstly, it links entrepreneurship to innovation and to the generation, transformation and use of knowledge. Secondly, it inserts entrepreneurship in innovation systems of various types- national, sectoral and local. Thirdly, it views entrepreneurship not as a single event but as a process that evolves in time, from the pre-entry experience, to the entrepreneurial act, to the evolution of the entrepreneur and the new company.

The purpose of this discipline is to formation of a system of basic knowledge, skills and abilities for the formation and development of science-intensive innovative entrepreneurship, venture business management, commercialization of innovations, formation of a team of like-minded people for the formation and implementation of entrepreneurial initiatives (start-ups) and business projects.

Main tasks: to study general principles and methods of knowledge-intensive innovative entrepreneurship, acquaintance with principles and scientific approaches, methods of planning, creating and development of innovative business, to form of practical skills in rational organization and commercialization of of new scientific ideas and results.

The object of the course is the business eco-system and processes that reflect various aspects of innovative business management.

The subject of the course is the theory, methods and approaches to knowledge-intensive innovative entrepreneurship and related activities.

Characteristics of the discipline

Year	1M
Semester	2
Credits quantity ECTS	5
Final control form	test

Structural and logical scheme of studying the discipline

Prerequisites	Postrequisites
Fundamentals of entrepreneurial activity	Writing research work (conference abstracts, scientific article)
Strategies in business	Writing and defending a thesis

Competences and results of course study

Competences	Study results
Ability to make an informed strategic decisions based on technology forecasting methods	To form an optimal system for knowledge-intensive innovative business

The academic course syllabus

Topic 1. Knowledge-Intensive Innovative Entrepreneurship processes: Theory, Definitions, Measurements

An Empirical Measurable Definition of Knowledge-Intensive Innovative Entrepreneurship. Organizational forms of innovative activity of the enterprise. Operation Characteristics of Knowledge-Intensive Innovative Entrepreneurship Firms.

Knowledge-Intensive Innovative Entrepreneurship and the Role of Knowledge, Innovation and Systems. Knowledge-Intensive Innovative Entrepreneurship and Sectoral Innovation Systems. Knowledge-Intensive Innovative Entrepreneurship in Low and Medium-Tech Industries.

A Process Model of KIE Entrepreneurship.

Topic 2. Knowledge-Intensive Innovative business

Types of Venture Capital. Venture Capital versus Private Equity. Venture Capitalists versus Angel Investors.

The Global Venture Capital Market. Historical Evolution of Venture Capital. Global Venture capital Funding. Venture capital by Region, Country and Sector.

Topic 3. Methodological framework for the management of venture company

Factors generating innovation in entrepreneurship. Creativity techniques. Creative thinking methods. Analytical thinking methods. Analogical thinking methods. Imaginary thinking methods. Intuitive thinking methods. Composite thinking methods.

Attributes of creativity: contextual, cultivated, habitual, proactive, purposeful, directional, intuitive, confident and assured, aware, nonlogical, expensive, and grounded.

Formation of strategy of venture capital firms: goals and objectives of a venture company

Topic 4. Marketing approach to innovative business management

The history of VC marketing. Specifics of Bringing Innovations to Market. Innovative Marketing Strategies.

Organization of marketing research in the field of Knowledge-Intensive Innovative Entrepreneurship. Digital Marketing Trends and Innovations for 2020

Topic 5. Venture Investment Risk Management

Risks in VCCs' portfolio companies: agency risk, financial risk, technology risk, market risk, strategic risks, human resources risks, internationalization risk.

Risk management in the venture capital industry: Managing risk in portfolio companies. Enterprise Risk Management cycle for VC firms: Risk Identification, Risk Quantification, Risk Decision Making, and Risk Messaging.

Risk Management for Venture Capital Firms.

Topic 6. Intellectual property market: features, problems, current trends and prospects

Essential characteristics of intellectual property objects.

Legal regulation of intellectual property. Regulation of the intellectual property market in Ukraine.

Topic 7. Franchising in innovation

Franchising: Brands, Systems and Support, Contractual Relationship. Advantages and disadvantages of franchising.

World experience in building a successful franchise. Development of franchising in Ukraine.

Topic 8. Strategy and tactics of transfer of new technologies

Development of innovative infrastructure and technology transfer system. Technology transfer process. Technology transfer models. Technology transfer infrastructure in Ukraine. Technology transfer ecosystem world experience.

Diagnostics of innovative technologies. Technology transfer indicators.

Topic 9. Technological forecasting in innovation

Evolution of Technological Forecasting. Key Technological Forecasting characteristics. Forms of Technological Forecasting. Characteristics of Technological Forecasting methods.

Benchmarking as a Forecasting method for Technological innovations.

Technological innovations Forecasting: world practice.

Topic 10. Fundraising as the basis of attracting venture capital investment

Theoretical foundations of fundraising. Fundraising for non-profit organizations. Fundraising ideas for non-profits. Crowdfunding. Fundraising websites.

Global and domestic experience of successful fundraising.

Planning in Fundraising: strategy, budget, events

Teaching and learning methods

Intensification of teaching process, educational and cognitive activities of students provides to use both active and interactive learning technologies, including: mini-lectures, problem lectures, work in small groups.

Problem lectures - provide theoretical and practical knowledge on a range of debatable issues (Topics 2, 4, 6, 7). They contribute to form students' independent creative thinking and cognitive skills. Students become participants in scientific research and problem solving.

Mini-lectures provide teaching material for a short period of time (10-15 minutes) and are usually held as part of a study session (Topics 6, 9, 10).

Working in small groups allows to structure practical classes in forms and content, to make opportunities for each student to participate in the work on the topic of the lesson, to provide the formation of personal qualities and experience of group communication (Topics 8, 9).

Presentations – speeches used to present certain results of the group, project work. Presentations can be both individual and in small groups (Topics 2, 4, 6, 7, 8, 9).

Evaluating learning outcomes procedure

S. Kuznets KNUE uses a cumulative (100-point) system for assessing student knowledge. Knowledge assessment is carried out during the semester on lectures, practical classes and independent work, when performing individual tasks. The minimum amount of points scored that allows a student to pass the test – 60 points, the maximum amount – 100 points.

Current control knowledge assessment includes:

active work at lectures provides 1,5 point for each lecture and involves participation in discussions in the class, the ability to justify own position on the issues proposed for consideration (maximum 15 points);

active work in practical (seminar) classes, defense of the results of tasks provides 3 points for each practical lesson and involves participation in research and calculations in the process of performing individual tasks and tasks submitted for consideration in the classroom (maximum 30 points);

current tests on the topics of the discipline are posted on the website of personal educational systems of S. Kuznets KNUE and are evaluated with a maximum of 3 points for each (maximum 30 points);

developed project proposals in innovative entrepreneurship are executed individually and

are estimated at a maximum of 10 points

independent work with literature, preparation of reports and presentations is estimated at 1,5 point (maximum 15 points).

The final grade is calculated by the sum of points obtained during the current control and is entered in the test "Statement of performance" in the discipline.

The final grade is set according to the scale given in the table "Grade scale: national and ECTS".

Scale: national and ECTS

The amount of points for all types of educational activities	ECTS	Score on a national scale	
		for exam, course project (work), practice	for the offset
90 – 100	A	excellent	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactorily	
60 – 63	E		
35 – 59	FX	unsatisfactorily	not credited
1 – 34	F		

Rating plan of the discipline

Topic	Forms and types of training		Evaluation forms	Max point
Topic 1	Classwork			
	Lecture	Knowledge-Intensive Innovative Entrepreneurship processes: Theory, Definitions, Measurements	Active work on lectures	1,5
	Workshop	1. Stimulating and disincensive factors of innovative activity of the enterprise. 2. Global corporations and their role in innovative entrepreneurship. 3. Small business in innovation. 4. International experience of technology parks and technopolises. 5. Business incubator as a means of attracting investments.	Active work on a workshop, presentation of results of performance of tasks	3
			Tests on the topics	3
	Individual work			
Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	1,5	
Topic 2	Classwork			
	Lecture	Knowledge-Intensive Innovative business	Active work on lectures	1,5

	Workshop	1. Current trends and priorities of the business venture. 2. Venture accelerator. 3. Global experience in promoting venture entrepreneurship.	Active work on a workshop, presentation of results of performance of tasks	3	
	Individual work			Tests on the topics	3
	Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	1,5	
Topic 3	Classwork				
	Lecture	Methodological framework for the management of venture company	Active work on lectures	1,5	
	Workshop	1. Typology of strategies of venture capital companies. 2. Stages of development of the strategy of the venture company.	Active work on a workshop, presentation of results of performance of tasks	3	
			Tests on the topics	3	
	Individual work				
Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	1,5		
Topic 4	Classwork				
	Lecture	Marketing approach to innovative business management	Active work on lectures	1,5	
	Workshop	1. Positioning of innovative products. 2. Methods of attracting consumers to the process of creation of an innovative product	Active work on a workshop, presentation of results of performance of tasks	3	
			Tests on the topics	3	
	Individual work				
Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	1,5		
Topic 5	Classwork				
	Lecture	Venture Investment Risk Management	Active work on lectures	1,5	
	Workshop	Risk assessment in Venture Risk Management	Active work on a workshop, presentation of results of performance of tasks	3	
			Tests on the topics	3	
	Individual work				

	Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	1,5
Topic 6	Classwork			
	Lecture	Intellectual property market: features, problems, current trends and prospects	Active work on lectures	1,5
	Workshop	1. Classification of intellectual property objects. 2. State legal regulation of the intellectual property market	Active work on a workshop, presentation of results of performance of tasks	3
			Tests on the topics	3
	Individual work			
Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	1,5	
Topic 7	Classwork			
	Lecture	Franchising in innovation	Active work on lectures	1,5
	Workshop	1. World experience in building a successful franchise. 2. Creating a successful brand for franchising in the world practice	Active work on a workshop, presentation of results of performance of tasks	3
			Tests on the topics	3
	Individual work			
Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	1,5	
Topic 8	Classwork			
	Lecture	Strategy and tactics of transfer of new technologies	Active work on lectures	1,5
	Workshop	1. Technological audit. 2. Strategic alternatives to technology transfer	Active work on a workshop, presentation of results of performance of tasks	3
			Tests on the topics	3
	Individual work			
Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	1,5	
Topic 9	Classwork			
	Lecture	Technological forecasting in innovation	Active work on lectures	1,5

	Workshop	1. Descriptive methods of forecasting. 2. Statistical methods of forecasting	Active work on a workshop, presentation of results of performance of tasks	3
			Tests on the topics	3
	Individual work			
	Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	1,5
Topic 10	Classwork			
	Lecture	Fundraising as the basis of attracting venture capital investment	Active work on lectures	1,5
	Workshop	Global and domestic experience of successful fundraising	Active work on a workshop, presentation of results of performance of tasks	3
			Tests on the topics	3
	Individual work			
		Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys
Project proposals in innovative entrepreneurship				10
Total:				100

Recommended literature

Basic

1. Болотов Г. П., Дерій Ж. В., Семченко О. Б. Генеза та розвиток теорій підприємництва [Електронний ресурс]. – Режим доступу: <https://economicvistnic.stu.cn.ua/index.pl?task=arcls&id=571>
2. Пащенко І. Н., Чернобай Л. І. Інновації як основа розвитку підприємництва [Електронний ресурс]. – Режим доступу: http://ena.lp.edu.ua:8080/bitstream/ntb/34077/1/44_199-204.pdf
3. Лояк Л. М. Роль інновацій у розвитку малого підприємництва [Електронний ресурс]. – Режим доступу: [http://ird.gov.ua/sep/sep20161\(117\)/sep20161\(117\)_110_LoyakL.pdf](http://ird.gov.ua/sep/sep20161(117)/sep20161(117)_110_LoyakL.pdf)

Additional

1. Ukrainian Venture Capital and Private Equity Overview 2019. [Електронний ресурс]. – Режим доступу: <http://uvca.eu/ua/news/investments-into-ukrainian-startups-in-2019-overview>
2. Орлова-Курилова О. В. Понятійно-категоріальний зміст інноваційного підприємництва з позицій еволюції економічної думки // ВІСНИК КНУТД. – 2019. – №4 (137) [Електронний ресурс]. – Режим доступу: <http://jrn1.knutd.edu.ua/index.php/bknutde/article/view/425/447>
3. Матвій І. Є. Інноваційна активність малого бізнесу в Україні: стан та перспективи [Електронний ресурс]. – Режим доступу: <http://science.lpnu.ua/sites/default/files/journal-paper/2017/jun/2757/visnyk2016-124-129.pdf>.
4. Прилуцька І. А. Взаємодія інституційного середовища та інноваційного

підприємництва в Україні // Вісник Київського національного університету ім. Тараса Шевченка. Серія: Економіка. 2014. №161. [Електронний ресурс]. – Режим доступу: <https://cyberleninka.ru/article/n/vzaemodiya-institutsiy-nogo-seredovischa-ta-innovatsiy-nogo-pidpriemnitstva-v-ukrayini>

Internet

1. Malerba F., McKelvey M. Knowledge-intensive Innovative Entrepreneurship: Integrating Schumpeter, evolutionary economics, and innovation systems // Small Business Economics. [Електронний ресурс]. – Режим доступу: [http:// dx.doi.org/10.1007/s11187-018-0060-2](http://dx.doi.org/10.1007/s11187-018-0060-2).
2. Yasar Ajlouni Process And Project Management Joining Forces. [Електронний ресурс]. – Режим доступу: <https://www.projecttimes.com/articles/process-and-project-management-joining-forces.html>
3. Steve Blank, Bob Dorf The Startup Owner’s Manual [Електронний ресурс]. – Режим доступу: https://smeportal.unescwa.org/sites/default/files/2019-12/The_Startup_Owner%20s_Manual-A%20step%20by%20step%20guide%20for%20building%20a%20great%20company.pdf.
4. Julia Kylliäinen Idea Validation: Steps and Tools for Testing Your Idea [Електронний ресурс]. – Режим доступу: <https://www.viima.com/blog/idea-validation>.
5. Pitch presentation guidelines [Електронний ресурс]. – Режим доступу: https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/Tools_templates/internal_templates/pitch_guidelines/Pitch%20deck%20Guidelines.pdf.