




## Technological Startup

Total number of class hours: **16 hours, including lectures- 8 hours, practice – 7 hours, final assessment – 1 hour**

As part of the training program, students will acquire competencies in basic techniques for creating and promoting technological products. Students will also get acquainted with the economic aspects of developing and entering the market for innovative products based on a high-tech idea. The program will give students the notion of success factors of technological startups. Students of the program will be able to apply the methods and tools of the course either to the given case or its own.

**The course will take place on zoom.us platform and electronic educational environment of MSUT STANKIN/**

### PROGRAM TEAM

<b>SPEAKER</b>	<b>SPEAKER'S NAME</b>	<b>SPEAKERS'S EXPERIENCE</b>
	<b>MARIANNA CHARUYSKAYA</b>	Deputy Director of the Institute of Economics and Technology Management of MSUT STANKIN, Ph. D. in Economics, 16 years of experience as a Manager at the metallurgical enterprise
	<b>KONSTANTINE ELENEV</b>	Director of the strategic development Department of MSUT STANKIN, Ph. D., Associate Professor of the Department of Economics and enterprise management, many years of experience in project activities in the field of industrial production
	<b>ALEXANDRA KRYXHANOVSKAYA</b>	Director of the center for advanced training of MSUT STANKIN, many years of experience in consulting, the last 7 years as a business coach in the field of motivation of the personnel within industrial enterprises

**CURRICULUM**  
**Technological Startup**

№	Module title	Number of hours	Class hours		Assessment
			including		
			lectures	practice	
1	2	3	4	5	6
1	Introduction into technological startup. Market Research. Customer Development.	4	2	2	case study
2	Economic aspects of technological startup (target costing, MVP costing, financial model)	4	2	2	case study
3	Product development (product engineering)	4	2	2	case study
4	Marketing of innovative, technological products	3	2	1	case study
5	Final assessment	1	x	x	case study
	<b>Total</b>	<b>16</b>	<b>8</b>	<b>7</b>	

**COURSE SCHEDULE**

PROGRAM MODULE	TIMING (Moscow time)	DATE
<b>ZOOM.US CONFERENCES</b>		
<b>Module 1</b> Introduction into technological startup. Market Research. Customer Development.	<b>18.00-19.30</b>	<b>14.12.2020, MONDAY</b>
<b>Module 2</b> Economical aspects of technological startup (target costing, MVP costing, financial model)	<b>18.00-19.30</b>	<b>15.12.2020 TUESDAY</b>
<b>Module 3</b> Product development (product engineering)	<b>18.00-19.30</b>	<b>16.12.2020 WEDNESDAY</b>
<b>Module 4</b> Marketing of innovative, technological products	<b>18.00-19.30</b>	<b>17.12.2020 THURSDAY</b>
<b>Final assessment</b>	<b>FROM 14.12.2020 TO 21.12.2020</b>	