

## Economics of Eastern Europe Countries: How to create a start-up

Classification	Module ID	Kind of Module	Number of Credits (ECTS)
	W7-1	Selective	5

Location	Language	Duration of Module	Frequency of Module	Max. Number of Participants
Weiden	English	2 weeks, block	Summer Semester	
<b>Modul Convenor</b>			<b>Professor / Lecturer</b>	
Prof. Dr. Dmytro Antoniuk			Prof. Dr. Dmytro Antoniuk	

### Prerequisites\*

**None, this course is on beginner's level**

**\* Note: Please also note the prerequisites according to the examination regulations in the respective valid SPO version.**

Usability	Teaching Methods	Workload
This is a possible elective module for W7 "Allg. bildendes Modul" in WI. The usability in other courses of study must be checked in each individual case.	Lecture; instruction seminars; study work (concept of startup project)	Contact time: 50 h Self-study: 60 h Study work: 40 h Total effort: 150 h

### Learning Outcomes

Learning Outcomes

**After successful completion of the module, students will have acquired the following professional, methodological and personal skills and competencies:**

#### Professional Skills:

- You can analyse and forecast the development trends of the markets of the Eastern Europe countries, to evaluate their investment potential, strengths and weaknesses, which determine the possibilities of promotion of startups.
- You can study the main concepts, methods and models of start-up project development, possible sources of financing, methods of evaluating start-up projects, channels of promotion of start-ups in the countries of Eastern Europe.
- You will learn the elements of the startup support ecosystem in Eastern European countries and global development opportunities.

#### Methodological Skills:

- You can use CANVAS model for creating business model for the development of a startup, highlight consumer value, choose a pricing and promotion model, develop a marketing strategy in markets of the Eastern Europe countries.
- You will evaluate and select innovative ideas for implementation in the startup format.
- You can analyze the business environment, research the market of the Eastern Europe countries.

#### Personal Skills (Social Competence and Self-competence):

- You are able to work in a team and apply flexible project management methods.
- You will learn to build partnerships and conduct business negotiations.
- You will be able to present business ideas to investors, suppliers and consumers.

### Course Content

This course provides an introduction in the main trends in the development of Eastern European countries, study the features of this markets and possibilities of implementation innovative projects. They also will acquire practical skills in development and promoting startup projects in Eastern European countries.

**Introduction:** course structure, purpose and goals of the course, methodology, information and software tools.

**Characteristics of the countries of Eastern Europe:** classification, historical prerequisites of development, comparison of the main indicators of socio-economic development, development prospects.

**Development and Promotion of startup project:** Content and characteristics of Startup projects, Team forming, Product development, Business model of startup, Startup promotion in the markets of the Eastern Europe countries, Marketing planning of Startup projects.

**Economy of the Baltic countries (Latvia, Lithuania, Estonia), Poland, Ukraine, Georgia, Moldova:** Characteristics of countries, Resource potential, Investment potential, Models of entrepreneurship development, Ecosystem of startup development.

### Teaching Material / Reading

Golomb V.M. Accelerated Startup: Everything You Need to Know to Make Your Startup Dreams Come True From Idea to Product to Company Hardcover. Time travellers books, 2017. 394 p.

Jonikas D. Startup Evolution Curve From Idea to Profitable and Scalable Business: Startup Marketing Manual. Greenleaf, 2016. 336 p.

### Internationality (content-related)

The course content is valid and essential for any international startup development team.

**Method of Assessment (if applicable, notes on multiple choice as form of examination - APO §9a)**

Form of Examination* <sup>1)</sup>	Type/Scope incl. Weighting * <sup>2)</sup>	Learning Objectives/Competencies to be Assessed
Study work: development of startup project and strategy of promotion to the market of Eastern European country	Practice 1: Business game "Interaction of business with investors" (Speaking, 10%). Practice 2: Analyzing the investment potential of an Eastern European country (Written, 15%). Practice 3: Using the CANVAS model to develop a startup (Written, 20%). Practice 3: Country market analysis based on open international databases (Written, 20%). Practice 4: Developing a startup strategy in the Eastern European country market (Written, 20%). Practice 5: Successful startup project presentation (Written, 15%).	With this practical works, all of the above-mentioned competencies are tested.

\*1) Please refer to the applicable overview of the forms of examination at the OTH Amberg-Weiden

\*2) Please provide additional information on the weighting (in % share) and, if applicable, explain the bonus system.