

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



Vice-Rector for Educational and Methodical Work

Karina DEMASHEVA

**KNOWLEDGE-INTENSIVE INNOVATIVE  
ENTREPRENEURSHIP**  
syllabus of the academic discipline

|                     |                               |
|---------------------|-------------------------------|
| Field of knowledge  | <b>all</b>                    |
| Speciality          | <b>all</b>                    |
| Educational cycle   | <b>second (master degree)</b> |
| Educational program | <b>all</b>                    |

|   |                 |
|---|-----------------|
| Course type                                   | <b>Elective</b> |
| Language of teaching, learning and assessment | <b>English</b>  |

Head of Entrepreneurship  
and Hotel& Restaurant business Department

Maryna SALUN

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ ІМЕНІ СЕМЕНА  
КУЗНЕЦЯ



Проректор навчально-методичної роботи

Карина НЕМАШКАЛО

**Науковосміє інноваційне підприємництво**  
**робоча програма навчальної дисципліни**

|                  |                        |
|------------------|------------------------|
| Галузь знань     | усі                    |
| Спеціальність    | усі                    |
| Освітній рівень  | другий (магістерський) |
| Освітня програма | усі                    |

|   |                   |
|---|-------------------|
| Статус дисципліни                       | <b>вибіркова</b>  |
| Мова викладання, навчання та оцінювання | <b>англійська</b> |

Завідувач кафедри  
підприємництва і готельно-  
ресторанного бізнесу

Марина САЛУН

**APPROVED**

at the meeting of the Entrepreneurship and Hotel& Restaurant business Department  
Protocol № 3 dated 29.10.2021.

Developer:

M. M. Salun, Doctor of Science in Economics, Professor of Entrepreneurship and Hotel&  
Restaurant business Department

**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          | <b>1M</b>     |
| Semester      | <b>2</b>      |
| ECTS credits  | <b>5</b>      |
| Final control | <b>credit</b> |

### Structural-logical scheme of the discipline

| Prerequisites                 | Postrequisites |
|-------------------------------|----------------|
| The Basic of Entrepreneurship | Course work    |
| Innovation activity           | Training       |
| Investment                    | Graduate work  |

### Competences and results of discipline studying

| 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                                   |
|   | Identify the content of entrepreneurial ideas and use technologies and methods for their implementation |
| Ability to communicate in a business environment  | Form relations with the external business environment and determine the strategies of entrepreneurship  |
| Ability to assess the legal, social and economic implications of the entrepreneurship   |   |

## Syllabus of the academic discipline

### **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

The list of practical (seminar) classes, as well as questions and tasks for independent work is given in the table "Rating-plan of the discipline".

## **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 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 10 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 2 point (maximum 20 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".

### Evaluation 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    |   |                |
| 60 – 63  | E    | satisfactorily                            | not credited   |
| 35 – 59  | FX   | unsatisfactorily                          |                |
| 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         |
|                                    | 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  | 2  |           |

|                                    |  |   |  |   |
|------------------------------------|--|---|--|---|
| Topic 2                            | Classwork  |   |  |   |
|                                    | Lecture  | Knowledge-Intensive Innovative business   | Active work on lectures  | 1 |
|                                    | 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 |
|                                    |  |   | 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  | 2  |   |
| Topic 3                            | Classwork  |   |  |   |
|                                    | Lecture  | Methodological framework for the management of venture company  | Active work on lectures  | 1 |
|                                    | 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  | 2  |   |
| Topic 4                            | Classwork  |   |  |   |
|                                    | Lecture  | Marketing approach to innovative business management  | Active work on lectures  | 1 |
|                                    | 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  | 2  |   |
| Topic 5                            | Classwork  |   |  |   |
|                                    | Lecture  | Venture Investment Risk Management  | Active work on lectures  | 1 |
|                                    | 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.<br>Preparation for the presentation of tasks results          | Individual surveys   | 2 |
| Topic 6 | Classwork                          |  |  |   |
|         | Lecture                            | Intellectual property market: features, problems, current trends and prospects   | Active work on lectures  | 1 |
|         | 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.<br>Preparation for the presentation of tasks results          | Individual surveys   | 2 |
| Topic 7 | Classwork                          |  |  |   |
|         | Lecture                            | Franchising in innovation  | Active work on lectures  | 1 |
|         | 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.<br>Preparation for the presentation of tasks results          | Individual surveys   | 2 |
| Topic 8 | Classwork                          |  |  |   |
|         | Lecture                            | Strategy and tactics of transfer of new technologies   | Active work on lectures  | 1 |
|         | 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.<br>Preparation for the presentation of tasks results          | Individual surveys   | 2 |
| Topic 9 | Classwork                          |  |  |   |
|         | Lecture                            | Technological forecasting in innovation  | Active work on lectures  | 1 |

|  |                                    |  |  |                    |
|--|------------------------------------|--|--|--------------------|
|  | 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   | 2                  |
| Topic 10   | Classwork                          |  |  |                    |
|  | Lecture                            | Fundraising as the basis of attracting venture capital investment  | Active work on lectures  | 1                  |
|  | 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. Lee Swanson Entrepreneurship and Innovation Toolkit. University of Saskatchewan, 2017 [Електронний ресурс]. – Режим доступу: <https://mountainscholar.org/bitstream/handle/20.500.11785/573/BookId-493-EntrepreneurshipandInnovationToolkit.pdf?sequence=1&isAllowed=y>.

2. Innovative Entrepreneurship in Action. From High-Tech to Digital Entrepreneurship. University of Salento, 2020 [Електронний ресурс]. – Режим доступу: <https://link.springer.com/book/10.1007/978-3-030-42538-8#toc>.

3. Robert D. Hisrich, Claudine Kearny Managing Innovation and Entrepreneurship. SAGE Publications, Ltd, 2017 [Електронний ресурс]. – Режим доступу: <https://sk.sagepub.com/books/managing-innovation-and-entrepreneurship>

#### Additional

4. Ukrainian Venture Capital and Private Equity Overview 2019. [Електронний ресурс]. – Режим доступу: <http://uvca.eu/ua/news/investments-into-ukrainian-startups-in-2019-overview>

5. 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>

6. Манжура О.В., Краус Н.М., Краус К.М. Діагностика впливу досліджень та інноваційних розробок на трансфер технологій в Україні. // Ефективна економіка. – 2019. – №2. [Електронний ресурс]. – Режим доступу: <http://economy.nauka.com.ua/?op=1&z=6873>

7. Болотов Г. П., Дерій Ж. В., Семченко О. Б. Генеза та розвиток теорій підприємництва [Електронний ресурс]. – Режим доступу: <https://economic-vistnic.stu.cn.ua/index.pl?task=arcls&id=571>

### Internet

8. Сайт ПНС ХНЕУ. Knowledge-intensive innovative entrepreneurship [Електронний ресурс]. – Режим доступу: <https://pns.hneu.edu.ua/course/view.php?id=8319>.

9. 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](http://ena.lp.edu.ua:8080/bitstream/ntb/34077/1/44_199-204.pdf)

10. 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) 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>.

11. Yasar Ajlouni Process And Project Management Joining Forces. [Електронний ресурс]. – Режим доступу: <https://www.projecttimes.com/articles/process-and-project-management-joining-forces.html>

12. 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](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).

13. Julia Kylliäinen Idea Validation: Steps and Tools for Testing Your Idea [Електронний ресурс]. – Режим доступу: <https://www.viima.com/blog/idea-validation>.

14. 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](https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/Tools_templates/internal_templates/pitch_guidelines/Pitch%20deck%20Guidelines.pdf).