ЗАПОРІЗЬКА ПОЛІТЕХНІКА
НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ

Ostbayerische Technische Hochschule
Amberg-Weiden

COURSE CATALOG

within the project DILLUGIS
(Digital Labs & Lectures for Ukrainian, German & International Students)

Implemented with the support of the German academic exchange service DAAD as part of the «Ukraine digital: Ensuring academic success in times of crisis» initiative

About the project

The DILLUGIS (Digital Labs & Lectures for Ukrainian, German & International Students) project provides for the inclusion of students and lecturers of the NU «Zaporizhzhya Polytechnic» in the digital training in the courses of the East Bavarian University Amberg-Weiden Digital Technology and Management program. Also, professors will work together to develop new digital courses and digital labs for students.

The project is implemented with the support of the German academic exchange service DAAD as part of the «Ukraine digital: Ensuring academic success in times of crisis» initiative.

Інформація про проєкт

Проєкт DILLUGIS (Digital Labs & Lectures for Ukrainian, German & International Students) передбачає залучення студентів та викладачів НУ «Запорізька політехніка» до цифрового навчання за окремими курсами освітньої програми «Ціфрові технології і менеджмент» Східно-Баварського університету Амберг-Вайден. Також спільними зусиллями викладачі працюватимуть над розробкою нових цифрових лабораторних робіт для студентів.

Проєкт реалізується за підтримки німецької служби академічних обмінів DAAD в рамках ініціативи «Ukraine digital: Ensuring academic success in times of crisis».

Why this is important for Ukrainian students

- involvement in the international educational environment through online courses of the Digital Technology and Management program in East Bavarian University Amberg-Weiden (https://www.oth-aw.de/en/)
- the possibility of obtaining modern knowledge, skills and competences, that meet the requirements of the European labor market, from specialists of German technological companies (Siemens, OnraSens) and professors of a German university, whose courses have a significant practical orientation
- access to the digital educational materials and participation in digital labs and practical works
- getting the experience of participation in the academic mobility program and implementation of the international project DILLUGIS (Digital Labs & Lectures for Ukrainian, German & International Students) with the support of the German academic exchange service DAAD
- improvement of English language knowledge
- participation in multicultural educational process
- receiving a certificate from the East Bavarian University Amberg-Weiden (in case of successful completion of the course)
- the possibility of re-enrollment in NU "Zaporizhzhya Polytechnic" of the studied discipline (course) in accordance with the Regulation on academic mobility
- acquisition of knowledge and skills that go beyond the traditional educational program in frames of non-formal education
- familiarization with the educational environment of East Bavarian University Amberg-Weiden for the future continuation of studies within the framework of international academic mobility and internationalization of education.

Чому це важливо для українських студентів

- долучення до міжнародного освітнього середовища шляхом онлайн-навчання за курсами програми «Цифрові технології і менеджмент» потужного німецького університету Східно-Баварського університету Амберг-Вайден (https://www.oth-aw.de/en/)
- можливість одержання сучасних знань, навичок і компетенцій, що відповідають вимогам європейського ринку праці, від фахівців німецьких технологічних компаній (Siemens, OnraSens) та професорів німецького університету, чиї курси мають суттєву практичну спрямованість
- користування цифровим навчальним матеріалами та участь у цифрових лабораторних і практичних роботах
- досвід участі у програмі академічної мобільності та реалізації міжнародного проєкту DILLUGIS (Digital Labs & Lectures for Ukrainian, German & International Students) за підтримки Німецької служби академічного обміну DAAD
- досвід навчання в середовищі міжнародних студентів
- вдосконалення знання англійської мови професійного спрямування
- одержання сертифікату Східно-Баварського університету Амберг-Вайден (у разі успішного проходження курсу, із зазначенням модулів, змісту та тривалості курсу, отриманих компетенцій и навичок)
- можливість перезарахування в НУ «Запорізька політехніка» вивченої навчальної дисципліни (курсу) відповідно до Положення про академічну мобільність
- здобуття знань та навичок, які виходять за межі традиційної освітньої програми в рамках неформальної освіти
- ознайомлення з освітнім середовищем Східно-Баварського університету Амберг-Вайден для продовження в перспективі навчання в межах міжнародної академічної мобільності та інтернаціоналізації освіти.

About Digital Technology and Management program

Digitalization, connectivity, big data and AI, but also globalization have revolutionized the way companies are run. These megatrends impact not only the product and service offerings of companies. They are also fundamentally changing how companies develop, procure, produce and market, and how they earn money as a result.

To master this transformation, we need graduates

- who think and act in an interdisciplinary, cross-functional and interfacing way;
- who have a deep understanding of digital technologies as well as management know-how;
- who posses language skills and intercultural competencies;
- who are creative and at the same time strong in implementation;
- who are able to familiarize themselves with ever new topics while still keeping an eye on the old.

These are exactly the competencies you will acquire in the Digital Technology and Management program!

Про програму «Цифрові технології і менеджмент»

Цифровізація, комунікації, BigData та штучний інтелект, а також глобалізація кардинально змінили спосіб управління компаніями. Ці мегатренди впливають не лише на пропозиції компаніями товарів і послуг. Вони також докорінно змінюють те, як компанії розробляють, закуповують, виробляють і продають, і як в результаті вони заробляють гроші.

Щоб освоїти цю трансформацію, потрібні випускники:

- які мислять і діють у міждисциплінарний, міжфункціональний та взаємодіючий спосіб;
- які мають глибоке розуміння цифрових технологій, а також управлінські ноу-хау;
- які володіють мовними та міжкультурними навичками;
- які є креативними і водночас сильними у реалізації;
- які можуть знайомитися з постійно новими темами, в той же час володіючи старими.

Саме такі компетенції студенти отримають на програмі «Цифрові технології та менеджмент» Східно-Баварського університету Амберг-Вайден!

Disciplines/courses (volume of each course – 5 credits ECTS)
Дисципліни/курси (обсяг кожного курсу – 5 кредитів ECTS):

- Object-oriented Coding (Об'єктно-орієнтоване програмування)
- IoT Technology (Технології Інтернет речей)
- Project Management and Agile Methods (Управління проєктами та Agile методи)
- Sensors for Smart Systems (Сенсори для смарт-систем)
- Business Model Innovation (Інновації в бізнес моделях)
- Fundamentals of Business Administration (Основи бізнес-адміністрування)
- Digital Marketing and eCommerce (Цифровий маркетинг та електронна комерція)
- Economics of Eastern Europe Countries: How to create a start-up (Економіка країн Східної Європи: як створити стартап)
- English for Academic Purposes (Англійська для академічних цілей)

The important organizational points

1. The training will take place in an online format according to the courses of the «Digital Technology and Management» program of the East Bavarian University Amberg-Weiden.
2. The language of education and communication is English.
3. During the entire period of study, support from Ukrainian-speaking professors is provided.
4. The start of online classes - October 5, 2022, the end of classes and final assessment - the end of December 2022.
5. Mandatory participation in at least 80% of online classes.
6. The number of students participating in the project is limited.

Важливі організаційні моменти

1. Навчання відбуватиметься в онлайн форматі за курсами навчальної програми «Цифрові технології і менеджмент» Східно-Баварського університету Амберг-Вайден.
2. Мова навчання та комунікації - англійська.
3. Протягом всього періоду навчання передбачена підтримка з боку україномовних професорів.
4. Початок он-лайн занять - 5 жовтня 2022 року, закінчення занять і підсумкове оцінювання – кінець грудня 2022 року.
5. Обов'язкова участь у не менше, ніж 80% он-лайн занять.
6. Кількість студентів, що беруть участь у проєкті, обмежена.

How to participate in the academic mobility program DILLUGIS project (Digital Labs & Lectures for Ukrainian, German & International Students)

1. Carefully read the information about the project and decide whether you need it.
2. Choose the courses/disciplines that you are interested in among those that will be studied online at the East Bavarian University Amberg-Weiden, after thoroughly familiarizing yourself with their structure, competencies and skills. Link.
3. Fill out the application form with brief information about yourself, chosen courses and explaining of the importance of participating in the project (2-3 sentences). Link
4. Have a short interview with the project coordinators.
5. Receive a confirmation letter about enrollment in courses.
6. Take part in the organizational meeting and receive the class schedule.
7. Take part in online lectures and digital practical activities.
8. Pass the final assessment and receive a certificate.

Як взяти участь у програмі академічної мобільності за проєктом DILLUGIS (Digital Labs & Lectures for Ukrainian, German & International Students)

1. Уважно прочитати інформацію про проєкт та прийняти рішення, чи потрібно тобі це.
2. Обрати цікаві для тебе курси/дисципліни, які будуть вивчатися он-лайн в Східно-Баварському університеті Амберг-Вайден, після ретельного ознайомлення з їх структурою, компетенціями та навичками.
3. Заповнити аплікаційну форму з короткою інформацією про себе, обрані курси та обґрунтуванням важливості участі у проєкті (2-3 речення).
4. Пройти невелику співбесіду з координаторами проєкту.
5. Отримати лист-підтвердження про зарахування на курси.
6. Прийняти участь в організаційному зібранні та отримати розклад занять.
7. Взяти участь в он-лайн лекціях та цифрових практичних зайняттях.
8. Пройти підсумкове оцінювання та отримати сертифікат.

Object-oriented Coding

A unique course from a German professor on the basics of programming

Professor / Lecturer	Course Content
Prof. Dr.-Ing. Manfred Beham	This course provides an introduction to object-oriented programming, including an overview of the language syntax and how to develop simple applications. Students will learn how to write custom classes and methods, and how to test their code using unit testing and test-driven development. Topics include basic data structures like Arrays and Lists and concepts of inheritance or overloading methods.

Teaching Methods	Number of Credits (ECTS)	Workload
Lecture; instruction seminars; practical exercise	5	Contact time: 60 h Self-study: 60 h Exam preparation: 30 h Total effort: 150 h

Learning Outcomes

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

Professional Skills:

- Identify core aspects of object-oriented programming and features of an object-oriented language.
- Use a development environment for writing and running your code.
- Develop and implement programs that apply core object-oriented programming concepts like classes, polymorphism, and method overloading.
- Use built in data-structures (collections) and functions.
- Convert a given algorithm into a procedural program.

Methodological Skills:

- You are able to analyse and design an application using OO methods
- You can use step-by-step refinement to break down a problem into sub-problems (modularisation)

Personal Skills (Social Competence and Self-competence):

- You are also able to present solutions that have been created, to discuss their quality and alternatives and to reflect on their problem-solving strategy in a technical and methodical manner.

Method of Assessment

Form of Examination	Type/Scope incl. Weighting	Learning Objectives/Competencies to be Assessed
Module Work (ModA)	Project Work: An application for a given task must be developed, documented and presented. Written: Code and documentation (70 %) Orally: Presentation (30 %)	With this practical work, all of the above-mentioned competencies are tested.

IoT Technology

A course from the practice engineer of Siemens AG

Professor / Lecturer	Course Content
Dipl. Ing. Ralf Koegel **Siemens AG**	Introduction and overview of IoT. Distinction IoT from IIoT. While both variants will be discussed, the focus of this course will be on IIoT. IoT and web of things. IoT architecture. IoT building blocks. IoT communication protocols. Security in IoT. IoT applications and business use-cases.

Teaching Methods	Number of Credits (ECTS)	Workload
Lecture; instruction seminars; case studies; field trip; practical exercise	5	Contact time: 60 h Self-study: 60 h Exam preparation: 30 h Total effort: 150 h

Learning Outcomes

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

Students contextualize the Internet of Things, recognize key components of an IoT system, and consider the role of IoT in business strategy. More specifically, the course enables students to

- be able to explain and demonstrate various components of Internet of Things (IoT);
- be able to analyse the role and importance of IoT in the modern world;
- be able to investigate and propose various requirements of IoT for real world applications;
- be able to evaluate a variety of existing and developing architecture technologies for IoT;
- be able to describe and evaluate different applications of the IoT.

Method of Assessment

Form of Examination	Type/Scope incl. Weighting	Learning Objectives/Competencies to be Assessed
Written Exam (Kl90)	Written Exam, 90 minutes	With the exam, all of the above-mentioned competencies are tested.

Project Management and Agile Methods

The course was run at universities of Germany and France with the use of the modern software for project work

Professor / Lecturer	Course Content
Prof. Dr.-Ing. Michael Möhring **Prof. Dr. phil. Dr. rer. nat. Theresa Götz**	Function, types, contents and processes of conventional project management. Content and use of basic project documents such as project proposal, project order, work-breakdown-structure and Gantt-chart. Process and resource planning in projects. Use of an IT-tool with exercises for project planning and control. Communication, teamwork, self-reflection and versatility in projects. Introduction and practice of agile project management methods.

Teaching Methods	Number of Credits (ECTS)	Workload
Lecture; instruction seminars; case studies; field trip; practical exercise	5	Contact time/coaching: 60 h Self-study: 90 h Total workload: 150 h

Learning Outcomes

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

- **Professional and Methodological Skills:**
  - The students know the basic methods and tools of project management.
  - They are able to select the appropriate ones for a given context.
  - They can apply these methods and tools flexibly to projects.
  - They are able to manage their own projects responsibly.
  - They are prepared to deal with the dynamics of a real project.
- **Personal Skills (Social Competence and Self-competence):**
  - The students approach their own projects in an open and structured way.
  - They are able to work and communicate cooperatively as a team to manage a project together.
  - They have the ability to independently expand and deepen the acquired knowledge and competences.

Method of Assessment

Form of Examination	Type/Scope incl. Weighting	Learning Objectives/Competencies to be Assessed
Module work (ModA)		The form of examination covers the above mentioned professional and methodological skills.

Sensors for Smart Systems

The course from an experienced professional of ONRASens company with own know-hows in sensor solutions

Professor / Lecturer	Course Content
Arno Erzberger Dipl.-Ing. mechanical engineering (T.H.) and over 20 years in sensor technology. As a mechanical engineer specializing in measurement and control technology and vibration theory, he combine in-depth knowledge of sensor technology with practical mechanical implementation in mechanical engineering.	This module provides students with a comprehensive overview of the broad field of sensors for smart systems in the lecture, covering functional principles, signal processing, interfaces and applications. The various sensors are presented systematically. Basic concepts for sensing requirements and performance are presented, and costs and prices for sensor deployment are evaluated. In addition to the technical/ physical understanding and resulting costs, the ability to communicate professionally with both sensor/system developers and sensor suppliers is provided. A detailed practical example with live-demonstration of a technical/commercial sensor design is developed, evaluated and alternative solutions are considered. Solutions for various sensor tasks are worked out and presented by individual student groups.

Teaching Methods	Number of Credits (ECTS)	Workload
Lecture; case studies; practical exercise; demonstration	5	Contact time: 60 h Self-study: 60 h Exam preparation: 30 h Total effort: 150 h

Learning Outcomes

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

Professional skills and competencies:

- know structure and basic elements of sensors
- know physical sensor principles
- know physical signal transmission
- evaluate performance and accuracy of sensors
- evaluate sensor specifications
- know costs and prices of sensor solutions
- know sensor system interfaces (electrical and mechanical)
- evaluate sensor system integration
- know and evaluate disturbances variables and the related system impact.

Methodological skills and competencies:

- decide if a sensor is necessary in the system or not
- decide what kind of sensors are necessary in the system
- cost-benefit consideration in sensor selection and design
- question and evaluate sensor specifications, requirements and performance

Personal skills and competencies:

systematically and competently communicating commercial and technical sensor requirements with product developers and sensor suppliers.

Method of Assessment

Form of Examination	Type/Scope incl. Weighting	Learning Objectives/Competencies to be Assessed
Written Exam (Kl90)	Written Exam, 90 minutes Information about multiple-choice questions and a possible bonus system will be provided starting in the semester the module is taught for the first time	With the exam and a possible bonus exercise, all of the above-mentioned competencies are tested.

Business Model Innovation

The multicultural project-orientated course with the participation of students and lectures team from Germany, Finland and Belgium

Professor / Lecturer	Course Content
Prof. Dr. Julia Heigl and international team of lecturers from Haaga-Helia University of Applied Sciences, Helsinki/Finland and Thomas More Hogeschool, Geel/Belgium	As part of the module, students work in an international project in teams with students from other universities on a current, real-life practical issue in which a new business model is to be developed.

Teaching Methods	Number of Credits (ECTS)	Workload
Seminar-based teaching, guided self-study, online lectures	5	Classroom attendance: 50 h Self-study/review: 25 h Project work: 75 h Total effort: 150 h

Learning Outcomes

After successful completion of the module, students possess the following professional, methodological and personal competencies:

Expertise:

- Students analyze current and expected environment, industry and company specifics, especially with regard to the effects of digitalization (and other megatrends).
- Students analyze customer needs and develop new value propositions.
- Students analyze, develop and evaluate business models, including revenue model and necessary architecture (resources, activities, partnerships).

Methodological competence:

- The students apply common methods of business model development, requirements and needs analysis as well as innovation approaches for the further development of the business model in a concrete (practical) project. They use personas, business model canvas and other templates, among others.
- Students recognize intercultural and interdisciplinary challenges in teamwork and adapt their working methods accordingly.
- Students use digital collaboration and communication tools.

Personal competence (social competence and self-competence):

- Students will be able to cooperatively plan and execute a team project on time, working effectively and thoughtfully, especially in a heterogeneous, interdisciplinary, and international team, and if necessary, leading the team.
- Students will be able to communicate results effectively and express complex information concisely and comprehensively in both written and oral proficiently.

The task is processed in defined sub-steps, which are supported by teaching units on the following topics:

- Working with the Business Model Canvas: analysis, development and evaluation of an own business model
- Impact of digitalization and other megatrends on business models and organizations
- Basics of the Design Thinking process
- Understanding user groups and their needs, requirements and problems
- Brainstorming and creativity techniques
- Evaluating market potential and revenue model
- Business models in practice

Method of Assessment

Form of Examination	Type/Scope incl. Weighting	Learning Objectives/Competencies to be Assessed
Project work	Project work (written + oral) in groups of approx. 6 students each (2 from OTH, 4 from Finland and/or Belgium) on a business question presented at the beginning of the semester in several phases, which are presented at the project kickoff and are to be worked on successively. Each student has to contribute individually to the common task. The overall results are to be submitted in the group in the form of a pitch video (English) as well as in the form of a written elaboration (approx. 15 pages per OTH group of 2, language English or German), weighting 50/50.	Almost all of the above-mentioned competencies are tested via the project work.

Fundamentals of Business Administration

The course can be useful for applicants with technical education because it requires no specific basic knowledge

Professor / Lecturer	Course Content
Julia Rank	The course "Fundamentals of Business Administration" introduces you to the main concepts of Business Administration ("Betriebswirtschaftslehre") from a managerial perspective. The course requires no specific prerequisites. Examples and case studies are geared towards IT and business projects. The course covers fundamentals as well as management, marketing, internal logistics, and production as main corporate functions.

Teaching Methods	Number of Credits (ECTS)	Workload
Online lecture, exercises	5	Self-study: 150 h Total workload: 150 h

Learning Outcomes

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

- **Professional Skills:**
  - Students know basic business administration and management terms, functions and structures. Students will know and apply selected methods for decision-making and for assessing business management situations with quantitative and qualitative background.
  - Students are familiar with the relevant relationships between companies and the environment as a result of constitutive decisions within the framework of corporate management.
  - Students understand the integration of companies in a global market environment.
- **Methodological Skills:**
  - Students apply selected methods of analysis and decision-making in practical case studies of low to medium complexity.
- **Personal Skills (Social Competence and Self-competence):**
  - Students are familiar with the appropriate language for personal communication and discussions in selected business management contexts.
  - Students analyse, interpret and structure simple practical business issues in small group teamwork.

Method of Assessment

Form of Examination	Type/Scope incl. Weighting	Learning Objectives/Competencies to be Assessed
Written Exam (Kl90)	Written Exam, 90 minutes	With the exam, all of the above-mentioned competencies are tested.

Digital Marketing and eCommerce

The project-orientated course with the modern software appliance from a German professor, a participant of many international projects and an expert in marketing and international communications

Professor / Lecturer	Course Content
Prof. Dr. Julia Heigl	The impact of digitalization on marketing and sales - strategy, marketing mix, operations. Foundations of digital marketing. Planning digital marketing campaigns. Customer Journey Mapping. Digital marketing channels and instruments - fundamentals, applications, tools and performance measurement: e.g. corporate website design; search engine marketing (SEO / SEA); influencer marketing; social media marketing; B2B e-commerce; affiliate marketing; programmatic advertising; marketing automation and email marketing. Application of artificial intelligence in marketing

Teaching Methods	Number of Credits (ECTS)	Workload
Lecture, seminar with exercises, guest lecture, project work, practical applications using software	5	Contact time: 60 h Self-study: 90 h Total workload: 150 h

Learning Outcomes

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

- Describe and critically discuss the impact of digitalization on marketing and sales.
- Explain the theoretical foundations, essential terms, concepts and tools of digital marketing.
- Analyze the changing information and purchasing behaviour of B2B decision-makers.
- Plan and implement digital marketing campaigns and measure their performance.
- Describe the digital marketing channels which are relevant for B2B companies, to discuss them critically and to apply them to real-world cases.
- Identify, describe and apply use cases for artificial intelligence in marketing automation.
- Apply content of this module in state-of-the-art software tools to practical problems.

Method of Assessment

Form of Examination	Type/Scope incl. Weighting	Learning Objectives/Competencies to be Assessed
Module work (ModA)	Project Work in Groups Development of a digital marketing concept for a fictive or real-life company	The group project is used to test the practical learning content and competence profiles, including teamwork and presentation skills.

English for Academic Purposes

The course allows to get acquainted with the foreign methods of English teaching in the environment of international students

Professor / Lecturer	Course Content
Dr. Lisa Mora	Research and organization. Selecting and prioritizing. Preparing for lectures. Predicting content, group work, referencing. Reading in detail, taking notes, writing preparation, reporting. Using preparation strategies, listening for topic change organizing questions. Recognizing plagiarism, summarizing, paraphrasing. Organizing information for an essay, skimming and scanning texts, writing essay conclusions. Reading critically, inferring meaning, using academic styles. Understanding a writer's opinion, identifying main ideas, describing information in figures. Reading for evidence, expressing an opinion or theory. Overcoming problems during lectures, understanding specialized terms, understanding backward and forward reference.

Teaching Methods	Number of Credits (ECTS)	Workload
Seminar with exercises (role-play exercises, partner work, group work)	5	Contact time: 60 h Self-study: 90 h Total workload: 150 h

Learning Outcomes

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

Professional Skills:

- Students learn selected vocabulary and concepts and acquire skills (listening, reading, writing, speaking) used in academic settings.

Personal Skills (Social Competence and Self-competence):

- Students acquire the necessary skills to work cooperatively in teams and present group-related results in presentations, role plays and dialogues.

Method of Assessment

Form of Examination	Type/Scope incl. Weighting	Learning Objectives/Competencies to be Assessed
ModA	Portfolio examination Consisting of oral/written exams during the semester and one final test. ● Oral /Written exams 0.50 2 oral/written grades completed during the semester ● Written test 0.50 final test lasting 90 minutes Both the final test and the orals need to be passed. **Note on the use of bonus systems:** Through attendance of 75% or more during the semester, students have the ability to earn bonus points. The participation is purely voluntary and successful attendance will result of a 5% bonus added into the total points available for the final test. These points are only added in after successful completion of the final test. An attendance record will be kept. Bonus points are only applicable for the semester in which they are generated.	The entire learning contents and competence profiles are assessed by way of the aforementioned examination forms.

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

A course from a Ukrainian professor-practitioner, a certified management consultant on developing ecosystems for startups in Eastern European countries

Professor / Lecturer	Course Content
Prof. Dr. Dmytro Antoniuk	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.

Teaching Methods	Number of Credits (ECTS)	Workload
Lecture; instruction seminars; study work (concept of startup project)	5	Contact time: 50 h Self-study: 60 h Study work: 40 h Total effort: 150 h

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.

Method of Assessment

Form of Examination	Type/Scope incl. Weighting	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.