

Faculty of Business Media and Management

Department of Economics and Business



«APPROVED»

Dean of faculty

Mukhamediyeva A.G.

2025

**WORKING CURRICULUM OF THE DISCIPLINE
(SYLLABUS)**

Course: MGT 6706 Startups and Entrepreneurship

Group of educational programs: B057 Information technologies, B044 Business and Management

Educational program: 6B06112 Data Science, 6B04103 E-business

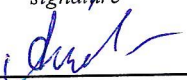
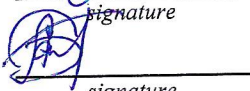
Year: 4 **Semester:** 7 **Number of academic credits:** 5

Lectures:	15	hours
Laboratory work:	30	hours
IWST:	15	hours
IWS:	90	hours
TOTAL:	150	hours
Cycle of discipline:	Major (General education/Basic/Major)	
Form of control:	Project	

The working curriculum of the discipline (syllabus) MGT 6706 Startups and Entrepreneurship has been developed on the basis of the educational program 6B06112 Data Science

The working curriculum of the discipline (syllabus) has been reviewed at the meeting of Economics and Business department.



Minutes №. 1 dated «27-th» of August 2025

Head of the Department	 signature	Shildibekov E.Zh, PhD full name
Author	 signature	Ananyev T.V., MBA, senior lecturer full name, title, degree
Author	 signature	Balkenova A.B., MSc, senior lecturer full name, title, degree

The working curriculum of the discipline (syllabus) was approved at a meeting of the Faculty's Academic Quality Council.

Minutes № 1 dated "28-th" of August 2025

Agreed:

Head of the Department of the Educational and Methodological activities	 signature	Ajibayeva A.
Library	 signature	Cencenbaeva H.O. (Full name and position)

1. General information	
Faculty	Business Media and Management
Code and name of the educational program (EP)	6B06112 Data Science, 6B04103 E-business
Program level (bachelor's, master's, PhD)	bachelor
Year, semester	4,7
Name of the discipline	Startups and Entrepreneurship
Cycle of the discipline	Major
Number of academic credits	5
Prerequisites	
Postrequisites	
Lecturer	Lecturer: Aigerm Balkenova – MSc, Senior Lecturer Room: 324 Tel: +7 727 3308566 E-mail: a.balkenova@iitu.edu.kz
Teachers who conduct practical or laboratory classes	Lecturer: Aigerim Balkenova – MSc, Senior Lecturer Room: 324 Tel: +7 727 3308566 E-mail: a.balkenova@iitu.edu.kz
2. Goals, objectives and learning outcomes of the course	
<p>The course goal is to develop entrepreneurial skills and abilities that would enable future leaders to develop various business ideas and initiatives and successfully transform them into solid business enterprises. Throughout the semester, you will work with a group of your peers to design and test a business model for a venture of your own choosing. While all types of ventures are theoretically 'in-bounds' here, the idea that you pursue should have high growth potential and distinguish itself from existing companies through innovation – for example, through an innovative product or service, an innovative production process, or a new market.</p>	
<p>The objectives of the course are</p> <ul style="list-style-type: none"> • understanding basic concepts in the area of entrepreneurship, • understanding the role and importance of entrepreneurship for economic development, • developing personal creativity and entrepreneurial initiative, • adopting of the key steps in the elaboration of business idea, <p>understanding the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures</p>	
<p>Learning outcomes of the course</p> <ul style="list-style-type: none"> • analyse the business environment in order to identify business opportunities, • evaluate the effectiveness of different entrepreneurial strategies, • specify the basic performance indicators of entrepreneurial activity, • explain the importance of marketing and management in small businesses venture, • interpret their own business plan 	
<p>Competencies:</p> <ul style="list-style-type: none"> • Critical Thinking • Market Research competencies • Risk Analysis competencies 	
3. Course description	

Course Description: This course prepares participants for a future career as entrepreneurs and founders of new companies. They gain practical insights into those aspects of running a business that are particularly salient during the early development of a new company.

4. Teaching methods

Teaching methods:

- Teacher-centered methods (Lectures, instructions, demonstrations)
- Student-centered methods (Project based learning, experiential learning, personalized learning)

5. Course policy

Attendance Policy: If the absence rate is more than 20%, the student will automatically receive an F

Deadline Policy: 10% out of 100%

Late Submission Policy: 10% out of 100%

Resubmission Policy: 10% out of 100%

Academic Conduct and Ethics Policy: 10% out of 100%

Respect for Differences of Opinion: 10% out of 100%

Communication and Ethics of Interaction: 10% out of 100%

Inclusion and Individual Needs Policy: 10% out of 100%

Exemption from Physical Activity (in the discipline "Physical Education"): 10% out of 100%

6. Academic Integrity

- Plagiarism and other violations policy

Students are expected to be in full compliance with Antiplagiarism policies set by university and provided by [P-51 Положение о системе Антиплагиат.pdf](#)

- Code of academic integrity

Students are expected to be in full compliance with Anticorruption policies set by university and provided by [Отсканированное изображение](#)

- Use of AI is permitted at the request of course instructor ONLY

- Use of smartphones only permitted at the direct instruction of the lecturer ONLY

7. Literature

Basic literature:

1. Scarborough, N. Essentials of Entrepreneurship and Small Business Management / N. Scarborough, J. Cornwall. - Pearson, 2018

Supplementary literature:

1. Neck, H.M., Neck, C.P. and Murray, E.L. (2017) *Entrepreneurship: The practice and mindset*. Sage. ISBN 978-0-13-474108-6 (Main textbook)
2. Entrepreneurial Code of Republic of Kazakhstan, 2015.
3. Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A. and Papadakos, T., 2014. *Value Proposition Design*. John Wiley & Sons, Inc.
4. Osterwalder, A., Pigneur, Y., Etienne, F. and Smith, A., 2020. *The Invincible Company*. John Wiley & Sons, Inc.

Online resources:

Coursera.com

<https://www.coursera.org/learn/basics-of-entrepreneurship-thinking-and-doing>

Basics of entrepreneurship: thinking and doing, instructor: Jan Lepoutre, ESSEC Business School

8. Forms of control and assessment

№	Type of work	Form of control	Evaluation criteria
1.	Assignments	Project presentation	Fulness and Correctness (%)
2.	Mid-term	Project presentation	Fulness and Correctness (%)
3.	Centras challenge	Project presentation	Fulness and Correctness (%)
4.	End-of-term	Project presentation	Fulness and Correctness (%)
5.	Types of Independent Student Work (for example: ISW 1 – Project)	Project presentation	Fulness and Correctness (%)
6.	Final assessment	Project presentation	Fulness and Correctness (%)

9. System for evaluating student performance in a discipline:

Each type of academic work is assessed on a 100-point scale in accordance with the table.

Example

Period	Assignments	Score
1st attestation	Project progression Phase 1: Interview with entrepreneur	100
	Project progression Phase 2: Idea Generation	100
	Lab classes	100
	Centras Leadership Challenge	100
	Midterm attestation	
2nd attestation	Project progression Phase 3: Marketing Plan	100
	Project progression Phase 4: Financial Plan	100
	Lab classes	100
	Centras Leadership Challenge	100
	Midterm test	100
	Exam	
TOTAL		0,3*1A_T+0,3*2A_T+0,4*Ex.

10. Course schedule

Week/ date	Course topics	References	Lectures (h/w)	Practical sessions (h/w)	Lab. sessions (h/w)	IWST (h/w)	IWS (h/w)
1.	Lecture 1 - Entrepreneurship: A Global Social Movement	(1) Ch apt er 1	(1)		(2)	(1)	(6)
2.	Lecture 2 - Practicing Entrepreneurship	(1) Ch apt er 2	(1)		(2)	(1)	(6)
3.	Lecture 3 - Developing an Entrepreneurial Mindset	(1) Ch apt er 3	(1)		(2)	(1)	(6)
4.	Lecture 4 - Supporting Social Entrepreneurship	(1) Ch apt er 4	(1)		(2)	(1)	(6)
5.	Lecture 5 - Generating New Ideas	(1) Ch apt er 5	(1)		(2)	(1)	(6)
6.	Lecture 6 - Using Design Thinking	(1) Ch apt er 6	(1)		(2)	(1)	(6)
7.	Lecture 7 - Testing and Experimenting in Markets	(1) Ch apt er 7	(1)		(2)	(1)	(6)
8.	Lecture 8 - Building Business Models	(1) Ch apt er 8	(1)		(2)	(1)	(6)
9.	Lecture 9 - Planning for Entrepreneurs	(1) Ch apt er 9	(1)		(2)	(1)	(6)

10.	Lecture 10 - Creating Revenue Models	(1) Ch apt er 10	(1)		(2)	(1)	(6)
11.	Lecture 11 - Learning From Failure	(1) Ch apt er 11	(1)		(2)	(1)	(6)
12.	Lecture 12 - Bootstrapping for Resources	(1) Ch apt er 12	(1)		(2)	(1)	(6)
13.	Lecture 13 - Financing for Startups	(1) Ch apt er 13	(1)		(2)	(1)	(6)
14.	Lecture 14 - Developing Networks	(1) Ch apt er 14	(1)		(2)	(1)	(6)
15.	Lecture 15 - Marketing and Pitching Your Idea	(1) Ch apt er 15	(1)		(2)	(1)	(6)
Total hours:			15		30	15	90

11. List of topics/assignments for laboratory classes

№	Topic Title	Number of hours	References	Form of reporting	Deadline
1.	Executive summary	2	(3)	project	Prior to lecture 2
2.	Owner's background	2	(3)	project	Prior to lecture 3
3.	Products and services	2	(3)	project	Prior to lecture 4
4.	The market	2	(3)	project	Prior to lecture 5
5.	Market research	4	(3)	project	Prior to lecture 7
6.	Marketing strategy	4	(3)	project	Prior to lecture 9
7.	Competitor analysis	2	(3)	project	Prior to lecture 10

8.	Operations and logistics	2	(3)	project	Prior to lecture 11
9.	Costs and pricing strategy	4	(3)	project	Prior to lecture 12
10.	Financial forecasts	4	(3)	project	Prior to lecture 13
11.	Back-up Plan	2	(3)	project	Prior to lecture 14
Total hours:		30			

12. List of topics/assignments for student's independent work

Proper organization of students' independent work is the key to the formation of skills in mastering, learning, assimilation and systematization of acquired knowledge, ensuring a high level of academic performance in the learning process.

№	Topic/Assignment title	Number of hours	References	Form of reporting	Deadline
1.	Project progression Phase 1: Interview with entrepreneur	18	(3)	Presentation	Prior to lecture 3
2.	Project progression Phase 2: Idea Generation	18	(3)	Presentation	Prior to lecture 6
3.	Project progression Phase 3: Marketing Plan	18	(3)	Presentation	Prior to lecture 9
4.	Project progression Phase 4: Financial Plan	18	(3)	Presentation	Prior to lecture 12
5.	Project progression Phase 5: Project defense	18	(3)	Presentation	Prior to lecture 15
...	Total hours	90			

13. Assessment criteria

The point-rating letter system for assessing the educational achievements of students with their interpretation in the traditional grading scale:

Letter system assessment	The digital equivalent of points	Percentage content	Traditional system assessment	General description of grading criteria
A	4,0	95-100	Excellent	The student has knowledge of the subject in the full scope of the curriculum, understands the discipline deeply enough; shows a high level of knowledge that exceeds the volume provided by the syllabus, gives an exhaustive answer

A-	3,67	90-94		The student has knowledge of the subject in the full scope of the curriculum, understands the discipline deeply enough; gives an exhaustive answer
B+	3,33	85-89	Good	The student shows a complete, well-founded knowledge of the subject, but the answers did not always highlight the main idea, rational methods of calculation were not always used; the answers were mostly brief and sometimes unclear.
B	3,0	80-84		
B-	2,67	75-79		
C+	2,33	70-74		
C	2,0	65-69	Satisfactory	The student demonstrates sufficient knowledge of the subject, but without proper depth and justification, the answers are unclear and without proper logical sequence.
C-	1,67	60-64		
D+	1,33	55-59		
D	1,0	50-54		
FX	0,5	25-49	Unsatisfactory	The student demonstrates insufficient knowledge of the subject, positive answers were not given to individual questions.
F	0	0-24		The student demonstrates a very low level of knowledge of the subject.

14. Assessment and evaluation materials (exam questions)

15. Form of assessment (exam): project.

Assessment criteria (required)

№	Criteria	Grade
1	Failure to submit	Failed assignment
2	Submission	50-60
3	Timely submission	60-70
4	Quantitative and qualitative data presented with calculations	70-80
5	All quantitative and qualitative data presented with right calculations	80-90
6	Back up project plan presented and defended	90-100

16. Introducing students to the syllabus

I have read and agree with the requirements of the discipline « _____ ».

№	Full name of the student	Signature	Date
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