



# OPERATIONAL MANAGEMENT OF CREATIVE PROJECTS

Course Workload		Assessment form (examination/ graded test/ ungraded test)
ECTS	Hours	
3	108	Oral test

As part of the course, students will explore how an idea can be converted into a real product. Students will learn about how a successful business model is built on the example of a number of Russian and foreign successful companies, as well as how the company's operations are carried out, including Code of ethics, security & continuity policies, Performance management, perks & benefits, Project, account & product management, Legal & accounting infrastructure.

## Course structure:

### 1. BUSINESS PLANNING

- 1.1. Forming a product strategy / Business Model Canvas.
- 1.2. Market and Competition Assessment.
- 1.3. R & D / Product Development, Marketing / Sales, Support / Administration Plan.
- 1.4. HR Plan Budget and Revenue Forecast.

### 2. ORGANIZATION OF CULTURE AND COMPANY MANAGEMENT

- 2.1. Code of Ethics, Security & Continuity Policies.
- 2.2. Performance Management, Perks & Benefits.
- 2.3. Project, Account & Product Management.
- 2.4. Legal & Accounting Infrastructure.

### 3. FUNDRAISING

- 3.1. Creating a Presentation for Investors.
- 3.2. Investor Contacts, Accelerators and Networking.
- 3.3. Investor Communication Culture.
- 3.4. Due Diligence and Transaction: Skills and Documents.