



## Scaling (SU-020) (ETTEVÕTTE KASVU JUHTIMINE)

### SUBJECT DESCRIPTION

|  |           |
|--|-----------|
| <b>Credits (ECTS)</b>  | 5.00 ECTS |
| <b>Assessment</b>  | grading   |
| <b>Aim of the subject and short description</b>  |           |
| Aim of the course is to provide competencies for sharply increasing the customer base in the target market and to manage a start-up company's development from a project based company with a flat hierarchy into a corporation with a multi-layered hierarchy and process based operating model. Understanding "Growth Hacking" marketing techniques, business development techniques and partner relations, sales management, fundamentals of personnel management, conscious design of corporate culture, beta product management, customer relations and customer support. Fundamentals of business management, fundamentals of involving venture capital investments. Hiring specialists. Management of a beta product market rollout and gathering metrics-based feedback. |           |
| <b>Learning outcomes:</b>  |           |
| Student: <ol style="list-style-type: none"><li>1. Knows how to sharply grow a start-up company's customer base in the selected target market.</li><li>2. Knows how to hire specialists and managers to meet the company's growth requirements.</li><li>3. Knows how to manage the market rollout of a beta product and gather metrics-based feedback.</li></ol>  |           |

