

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

**"APPROVED"**  
**Deputy Head**  
(vice-rector for scientific and pedagogical  
work)

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№02071211

**THE BASICS OF ENTREPRENEURSHIP**  
**Syllabus**

Field of knowledge           **all**  
Speciality                   **all**  
Educational cycle       **first (bachelor)**  
Educational program       **all**

Course type                                   **Elective**  
Language of teaching, learning and  
assessment                                   **English**

Head of economics of enterprise  
and management department

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D.V. Shyian

**Kharkiv**  
**S. Kuznets HNUE**  
**2019**

APPROVED


at the meeting of the Economics of Enterprise and Management  
Department

Protocol № 1 dated 27.8.2019.

Developer:

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Updates and re-approvals of syllabus

Academic year	Date of the department's meeting	Protocol №	Head of Department signature
2018/2019	25.08.2018 p.	№ 1	
2019/2020	27.08.2019 p.	№ 1	

## 1. Introduction

**Abstract of the course.** Entrepreneurial activity gives the vitality to economy, new products and services and new ways of doing business to the market.

"The Basics of Entrepreneurship" focuses on the organizational aspects of entrepreneurship, on the preparation of new entrepreneurial initiatives.

**The purpose** of this discipline is to create knowledge about the process of entrepreneurship, about the formation of a team of like-minded people for conducting the entrepreneurial activities and competencies in the formation and implementation of entrepreneurial initiatives, as a business projects.

**Main tasks:**

acquaintance with the most significant factors of the new entrepreneurship launching, with methods for assessing the possibilities of entrepreneurship development by types and spheres of activity, with methods for resource determination, assessing of the potential profit of entrepreneurial activity;

consideration of the most effective modern business-models and the sequence of relevant strategies developing;

formation of a marketing plan for entrepreneurial growth on the basis of formed entrepreneurial marketing strategy;

consideration of issues of creating a team in entrepreneurship, including: bootstrapping (team building based on the "venture life stage"), interaction with a team of foreign investors, lawyers, accountants, advisers;

mastering the contract relations, licensing and patenting of entrepreneurial activity;

practical usage of knowledge on business plan formation and presentation;

substantiation of using of different sources of financing for entrepreneurial activity.

The object of the discipline is the processes that reflect the various aspects of the establishment and operation of entrepreneurship.

The subject of the discipline is the organizational and economic provision of entrepreneurial activity.

Upon completion of training student must:

know:

the essence and principles of entrepreneurial activity;

main types of organizational and legal forms of entrepreneurial activity;

the features of licensing and patenting, the procedure for the creation, liquidation and suspension of entrepreneurship;

sources of financing of entrepreneurship;

ways of protection of entrepreneurship;

ways of customers' attraction and strategies of entrepreneurship;

be able to:

create the entrepreneurship taking into account peculiarities of functioning of enterprises of different forms of ownership and legislative restrictions;

use modern methods of diagnostics and expertise of the entrepreneurship, taking into account the specifics of its functioning;

substantiate the need for internal and external financing;

determine the effectiveness of entrepreneurship.

Year	2	
Semester	1	
ECTS credits	5	
Class work	lectures	32
	workshops	32
	labs	0
Independent work	86	
Final control	credit	

## 2. Competences and results of discipline studying:

Competences	Study results
Ability to create entrepreneurship, taking into account the peculiarities of legislative restrictions and environmental features.	Identify the content of entrepreneurial ideas and use technologies and methods for their implementation
	Plan and provide measures for the creation, liquidation and suspension of entrepreneurship
	Choose sources of entrepreneurship financing taking into account availability and features of the environment
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	

## 3. Syllabus

### Content module 1. Theoretical basis of entrepreneurial activity

#### Theme 1. The essence of the concept and approaches to entrepreneurship

What is Entrepreneurship? The Entrepreneurial Evolution . The Entrepreneurial Revolution of 2010. Forms of entrepreneurship. Social entrepreneurship. Techno entrepreneurship. The benefits of Entrepreneurship. The Drawbacks of Entrepreneurship.

Characteristics of an Entrepreneur. Why people become entrepreneurs? Skills Needed by Successful Entrepreneurs.

The Entrepreneurial Mindset.

#### Theme 2. Legislative regulation and the procedure for registration of entrepreneurial activity

Legal basis of entrepreneurship. Subjects of entrepreneurship. Principles of entrepreneurship. Legal issues every business owner should consider

Registration of entrepreneurial activity

Typical mistakes when setting up your own business.

#### Theme 3. Developing Ideas and Business Opportunities

Source of new ideas.

Techniques for generating ideas: Brainstorming, Focus Groups, Observation, Surveys, Emerging Trends, Research and Development, Tradeshows and association meetings, Other Technique.

Idea assessment. Tasks in Developing Business Ideas.

Opportunity analysis plan. Phases in opportunity analysis.

#### **Theme 4. The Entrepreneurship Financing**

Funding sources for entrepreneurship: Your savings, Your credit, The 3F's (family, friends and fools), Customers and suppliers, Peer-to-peer lenders, Factoring companies, Leasing, Crowdfunding. Sources that usually don't work: The bank, Venture capitalists and angel investors, Government grants, Initial Coin Offering, Initial Public Offering.

Benefits of Entrepreneur Financial Management.

Budgeting.

Bookkeeping.

"Do's and don'ts" for entrepreneurship financing

#### **Theme 5. Business Model Canvas**

The 9 building blocks: Key partners, Key activities, Value proposition, Customer relationship, Customer segment, Key resources, Distribution channels, Cost structure, Revenue stream.

Why to use the business model canvas.

#### **Theme 6. Project management of entrepreneurial initiatives**

The system of entrepreneurial management. Development of strategy and business planning of entrepreneurial activity.

The Meaning of Entrepreneurial Marketing for Startups. Characteristics of Entrepreneurial Marketing. Concepts of Entrepreneurial Marketing Strategies. The Concept of Guerrilla Marketing. The Concept of Ambush Marketing. The Concept of Viral Marketing.

#### **Theme 7. Business Risk**

Risk definition. Types of entrepreneur risks.

Categories of Business Risk: Operational risks, Financial risks, Strategic risks, Market risks, Country risks, Compliance risks (legal liability), Natural risks (environmental risk).

Risk management: Avoiding risks, Assuming risks, Reducing risks, Transferring risk.

#### **Theme 8. Franchising**

Franchising definition. Classification of franchising

Categories of Franchising: Franchisor, Franchisee, Franchise (franchise package).

Principles of franchising. The composition of the franchise package

Advantages for the franchisor. Disadvantages for the franchisor.

### **4. Evaluation procedure of training results**

The evaluation system takes into account the types of students' activities, which according to the curriculum include lectures and workshops as well as independent work. Evaluation procedure of the students' competencies is carried out on using a 100-point accumulation system. According to S. Kuznets HNUE Temporary Regulations

"About the Evaluation Procedure of Training Results of Students according to the Accumulative Rating System", evaluation procedure include:

current semester control is carried out during lectures and workshops according to the curriculum schedule. It's estimated by amount of points received (maximum – 100 points; minimum, – 60 points).

The evaluation procedure of training results is carried out according to such criteria:

understanding, assimilation level of the theory and methodology of problems, actual material of the discipline; familiarization level on the recommended literature, as well as the modern literature on the actual issues; the ability to combine theory with practice in simulated production situations, in decision-making situations, during solving tasks process, performing calculations for individual tasks and workshops submitted for consideration in an audience; logic, structure, style of presentation of written works and speeches, ability to substantiate their own position, to generalize information and to draw conclusions; the arithmetic correctness of the individual and complex task; the ability to conduct a critical and independent assessment of problem issues; the ability to explain alternatives and defend their own position, their own point of view on problem issues.

General criteria for evaluation procedure for independent work: the depth and strength of knowledge, the ability to systematize knowledge on specific topics, the ability to make informed conclusions, the understanding of the categorical apparatus, the ability to use skills and techniques to perform practical tasks, the ability to find the necessary information, to systematize it and make processing procedure, self-realization at workshops.

Final control carried out on the basis of current semester control.

A student is certified if the sum of the points earned on the results of the final / semester control is equal to or exceeds 60. The result in points is entered in the "Transcript of Records" for the academic discipline.

**Points for week**

*(specify evaluation procedure according to the technological card)*

Themes of the content module			Lectures	Workshops	Creative task	Control of the student independent work	Written control work	Colloquium	Total
Content module 1. Theoretical basis of entrepreneurial activity	Theme 1	1 week	1	2		1			4
	Theme 1	2 week	1	2		1			4
	Theme 2	3 week	1	2		1			4
	Theme 2	4 week	1	2		1			4
	Theme 2	5 week	1	2		1	4		4
	Theme 3	6 week	1	2		1			4
	Theme 3	7 week	1	2		1		10	14
	Theme 4	8 week	1	2		1			4
	Theme 4	9 week	1	2		1	4		8
	Theme 5	10 week	1	2		1			4
	Theme 6	11 week	1	2		1			4
	Theme 6	12 week	1	2		1			4
	Theme 6	13 week	1	2		1	4		8
	Theme 7	14 week	1	2		1			4
	Theme 7	15 week	1	2	4	1			8
	Theme 8	16 week	1	2		1		10	14
<b>Total</b>									100

Evaluation Scale: national and ECTS

The amount of points for all types of educational activities	ECTS Score Scale	National Score Scale	
		for exam, course project (work), internship	credit
90 – 100	A	excellent	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactorily	
60 – 63	E	unsatisfactorily	not credited
35 – 59	FX		
1 – 34	F		

## 5. Literature

### Basic

1. Band W. A. Touchstones: ten new ideas revolutionizing business [Текст]. – New York : John Wiley & Sons, 1994. – 306 p.
2. Robert A. Baron Essentials of entrepreneurship : evidence and practice [eBook]. – Cheltenham, UK : Edward Elgar, 2014.

### Additional

1. Предпринимательское право [Текст] : учеб. пособие / под ред. А.В. Старцева; Киев. нац. торгово-экон. ун-т. – 2-е изд., с изм. и доп. – Х. : Одиссей, 2007. – 247 с.
2. Розвиток підприємництва в Україні [Текст] / під кер. П.Гайдуцького. – К. : Нора-друк, 2003. – 237 с.
3. Бусыгин, А. В. Предпринимательство [Текст] : учеб. для студ. вузов. – 3-е изд. – М. : Дело, 2001. – 639 с.
4. Грищенко, І. М. Підприємницький бізнес [Текст] : підруч. для студ. вищ. навч. закл. – К. : Грамота, 2016. – 519 с.

### Internet resources

1. Bola Adesope The 5Ws Of A Project. [Електронний ресурс]. – Режим доступу: <https://www.projecttimes.com/articles/the-5ws-of-a-project.html>
2. Sunil Srivastava The Entrepreneur Project Manager. [Електронний ресурс]. – Режим доступу: <https://www.projecttimes.com/articles/the-entrepreneur-project-manager.html>
3. Yasar Ajlouni Process And Project Management Joining Forces. [Електронний ресурс]. – Режим доступу: <https://www.projecttimes.com/articles/process-and-project-management-joining-forces.html>