



## Syllabus of the educational discipline «Management of Small Business»

<b>Specialty</b>	<i>All</i>
<b>Educational program</b>	<i>All</i>
<b>Level of education</b>	<i>Bachelor</i>
<b>Discipline status</b>	<i>Selective</i>
<b>Teaching language</b>	<i>English</i>
<b>Course / semester</b>	<i>2 course, 2 semester</i>
<b>Number of credits ECTS</b>	<i>5</i>
<b>Distribution by types of trainings and hours of study</b>	<i>Lectures – 32 hours.</i>
	<i>Practical studies (seminars) – 32 hours.</i>
	<i>Independent training – 86 hours.</i>
<b>Form of final assessment</b>	<i>Pass</i>
<b>Department</b>	<i>Management, logistics and innovation Department, +380577020265</i>
<b>Teacher (-s)</b>	<i>Kateryna Zaslavska, PhD, Associate Pprofessor of Management, logistics and innovation Department</i>
<b>Teacher's contacts</b>	<i>Kateryna.zaslavska@hneu.net</i>
<b>Days of the classes</b>	<i>Tuesday, 1-3 lessons</i>
<b>Consultations</b>	<i>Remote consultations, by initiative of students</i>

**The purpose** of the discipline is to develop the entrepreneurial skills, to understand the basics of small business activity, the acquisition of skills of the own business creation

### **Prerequisites for learning**

### **Content of the educational discipline**

#### **Content module 1. Organizational and legal aspects of small business**

##### **Topic 1. The concepts and approaches to business.**

The concept of entrepreneurial activity. Subjects of entrepreneurial activity. Legislative business regulation. Business as a special category. Sole entrepreneurs and business entities: their difference and features of functioning. Internal and external business environment. Goals and participants in the organizations.

##### **Topic 2. Main activities in business.**

Large, medium and small business. Features of small business enterprises. The role of antitrust law in the development of the economy. Legal and shadow business. The concept of a commercial and non-profit organization. The role of a nonprofit organization in business. Entrepreneurial firm and its kinds. Qualitative and quantitative criteria for the classification of firms. Features of small businesses. State regulation of small business.

##### **Topic 3. Entrepreneurial ideas and methods of their realization.**

Entrepreneurial idea, its content. Sources of formation of new ideas. Sphere and technology of business decisions. Economic methods of business decisions.

##### **Topic 4. Registration of enterprises of various forms of ownership.**

Types of enterprises in Ukraine. Features of creating enterprises of various forms of ownership. Requirements for the authorized fund. The order of registration of enterprises in Ukraine. Constituent and registration documents. Reservation of the name of the enterprise. Requirements for the composition of founders in various organizational forms of enterprises. The cost of registration of legal entities and individuals. Features of registration of joint-stock companies, limited liability companies, private enterprises. Making changes to the constituent documents.



**Topic 5. Licensing of entrepreneurial activity.**

The concept of licensing. Types of activities subject to licensing. Legislative licensing regulation. The procedure for obtaining a license. The cost of licenses for various types of economic activity. Features of licensing gambling business, production of alcohol and tobacco products, communications.

**Topic 6. The concept of patenting.**

Features and procedure for acquiring a trade patent. Continuation of the patent and the order of its cancellation. Short-term patent. The cost of patents by type of activity.

**Topic 7. Entrepreneurship in trading activities.**

Features of trading activity. Types of outlets. Shops. Supermarkets, hypermarkets. Requirements for entrepreneurs who engage in trading activities.

**Topic 8. The order of liquidation of the enterprise and suspension of activity.**

Elimination of enterprises and suspension of activities. Procedure for liquidation of enterprises: according to the requirements of the founders, by a court decision. Cost of liquidation of enterprises. Bankruptcy. Relations with supervisory and supervisory bodies at liquidation process.

**Content module 2. Small business financing, staffing and small business security**

**Topic 9. Sources of financing of small businesses.**

Own, borrowed and attracted sources of small business financing. Lending to enterprises of various forms of ownership. Types of loans. Bank lending. Principles and terms of lending. Requirements for the documents necessary for obtaining a loan. Cost of attracted and borrowed funds. Features of security. Business financing at the expense of own funds. Venture financing: the essence, features and the ability to receive.

**Topic 10. Taxation, accounting and reporting in small business enterprises.**

General and simplified taxation system, accounting and reporting of entrepreneurial activity. Features for legal entities of various forms of ownership and individuals. Single tax for legal entities and individuals. The order and forms of keeping records at enterprises. Types of taxes. Forms of reporting and reporting procedures. Penalties.

**Topic 11. Supervisory and supervisory bodies.**

The external environment of the business. Supervisory bodies. Supervisory authorities. Mutual relations with the tax administration, funds. Sanitary and epidemiological control. Environmental monitoring. Carrying out inspections. Power structures, authorities and local self-government, their powers.

**Topic 12. Franchising. The concept of franchising.**

Franchisor and franchisee. Types of franchises. Positive and negative aspects of **franchising for the franchisor and franchisee. Franchise payments. Franchise contract.**

**Topic 13. Business Risks.**

Types of risks. Types and features of economic, political, commercial, investment and industrial risks in small business. Ways to reduce business risks. The role and types of insurance. Franchising and leasing as ways to reduce risks.

**Topic 14. Business protection and business secrets.**

Internal and external fraud. Internal and external business security assurance. Fighting unfair competition. Safety laws. Organization of the security system. The concept of business secrets. Subject and objects of commercial secrets. Legislative settlement. Accounting in contractual relations. The procedure for its disclosure and supervision of compliance. Responsibility for disclosure of secrets.

**Topic 15. Business ethics and culture in business.**

Business culture in business. Business ethics. Ethical criteria for a civilized business. The concept of business and professional ethics. Formation and development of a culture of entrepreneurial activity. Basic rules of business communication. The quality of the entrepreneur: innate and developing through training and regular training. Methods of development of business qualities.



**Topic 16. Formation of the team, personnel policy of the enterprise.**

Personnel component of small business. Motivation of the personnel. The concept of the team. Personnel selection. Business activity of employees. The climate is in the collective. Peculiarities of the distribution of powers. Changes and reaction to them. Ways to make changes to the organization. Personnel policy and its influence on the general result of business.

**Topic 17. PR and small business promotion.**

Advertising in small business. Attracting customers. Types of advertising. Advertising media: features, advantages and disadvantages. The effectiveness of advertising. Advertising products. Brands Public relations. The meaning of PR in business. Features of PR for various enterprises and business conditions.

**Material and technical support (software) of the discipline**

(за необхідності)

**Course page on the Moodle platform  
(personal training system)**

<https://pns.hneu.edu.ua/course/view.php?id=4857>

**Recommended literature**

**Basic**

1. Добрава Н.В. Основи бізнесу: навчальний посібник / Добрава Н.В., Осипова М.М. – Одеса: Бондаренко М. О., 2018. – 305 с.
2. Заславська К.А. Менеджмент підприємств малого бізнесу. Навчальний посібник / К. А. Заславська. – Харків: Вид. ХНЕУ, 2011. – 200 с.
3. Зубок М. І. Економічна безпека суб'єктів підприємництва: навч. посіб. / М.І. Зубок, В.С. Рубцов, С.М. Яременко та ін. – К., 2012 – 226 с.
4. Податковий кодекс України: Кодекс від 02.12.2010 № 2755-VI// Відомості Верховної Ради України (ВВР), 2011, № 13-14, № 15-16, № 17, ст.112
5. Тайсон Э. Малый бизнес для "чайников" / Э. Тайсон, Д. Шелл. 2-е изд. К. : Диалектика-Вильямс. – 2007. – 320 с.

**Additional**

6. Агаркова Л. Свой бизнес: с чего начать, как преуспеть + антикризисный блок / Л. Агаркова. – СПб.: Питер, 2009. – 352 с.
7. Высоцкий А. Малый бизнес. Большая игра: Стандарты управления малым и средним бизнесом / А. Высоцкий. – К.: Visotsky Consulting Inc, 2014. – 210 с.
8. Гербер М. Мастерство предпринимательства: 7 стратегических направлений развития своего бизнеса / М. Гербер. – К.: Диалектика-Вильямс, 2008. – 448 с.
9. Краус К.М. Управління маркетингом малого бізнесу: концепції, доміанти розвитку: Монографія.-Дивосвіт, 2013.-164с.
10. Трансфер технологій та малі і середні підприємства / Збірник матеріалів Круглого столу. – Київ: Державне агентство з питань науки, інновацій та інформатизації України, 2012. – 69 с

**Internet resources**

11. Бізнес від А до Я / Як розпочати власну справу. – Режим доступу: [www.vlasnasprava.info](http://www.vlasnasprava.info)
12. Верховна Рада України. Офіційний веб-портал. – Режим доступу: [www.rada.gov.ua](http://www.rada.gov.ua)
13. Господарський кодекс України / Сайт Верховної Ради України [Електронний ресурс] – Режим доступу: <http://zakon2.rada.gov.ua/laws/show/436-15>
14. Інтернет-портал для управлінців. – Режим доступу: [www.management.com.ua](http://www.management.com.ua)
15. Портал малого бізнесу. – Режим доступу: [www.smallbiz.com](http://www.smallbiz.com)
16. Про державну реєстрацію юридичних осіб, фізичних осіб - підприємців та громадських формувань: Закон України від 15 травня 2003 року [Електронний ресурс]. – Режим доступу : <http://zakon3.rada.gov.ua/laws/show/755-15>.
17. Про ліцензування видів господарської діяльності: Закон України від 02.03.2015 № 222-VIII [Електронний ресурс]. – Режим доступу : <http://zakon3.rada.gov.ua/laws/show/222-19>.



18. Про розвиток та державну підтримку малого і середнього підприємництва в Україні : Закон України від 22.03.2012 № 4618 [Електронний ресурс]. – Режим доступу : <http://zakon2.rada.gov.ua/laws/show/ru/4618-17>.
19. Усик В. І. Розвиток поняття «Сектор малого та середнього бізнесу» в Україні та ЄС / В. І. Усик [Електронний ресурс] – Режим доступу: [http://www.nbuu.gov.ua/portal/Soc\\_Gum/APE/2009\\_4/153-158.pdf](http://www.nbuu.gov.ua/portal/Soc_Gum/APE/2009_4/153-158.pdf)
20. Франчайзинг в Україні. – Режим доступу: <http://franchise.ua>
21. Як відкрити та розпочати почати свій бізнес із нуля за 30 днів. – Режим доступу: <https://lemarbet.com/ua/biznes-v-ukraine/kak-otkryt-i-nachat-svoj-biznes-s-nulya-za-30-dnej/>

#### Assessment system of learning outcomes

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 Simon Kuznets Kharkiv National University of Economics Temporary Regulations "About the Evaluation Procedure of Training Results of Students according to the Accumulative Rating System", the evaluation procedure includes 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).

*More detailed information on assessment is given in the technological card of the discipline.*

#### Accumulation of rating points in the discipline

Types of training	Max points
Lectures	16
Workshops	16
Presentations	10
Tasks by topics	8
Homeworks	10
Esseys	8
Cases	6
Express test	6
Written test	20
<b>Max points</b>	<b>100</b>

#### Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

#### Discipline policies

*The policy of academic integrity is in line with established norms of Code of Academic Integrity of Simon Kuznets Kharkiv National University of Economics.*



*The policy on skipping classes provides individual survey on the material lecture or on the completed task of practical training and assessment according to the work plan of the discipline in the period of time set in accordance with consultation schedule.*

*The policy on performance of tasks later than the established terms provides individual survey on the completed task and evaluation in accordance with the work plan of discipline in the period of time set in accordance with the schedule of consultations.*

***More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline.***

Syllabus approved at the meeting of the Management, Logistics and Economics Department  
Protocol № 1 dated 27.08.2020