

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

"ЗАТВЕРДЖУЮ"

Заступник керівника
(проректор з науково-педагогічної роботи)

Микола АФАНАСЬЄВ

Основи підприємництва

робоча програма навчальної дисципліни

Галузь знань	<i>Vсі</i>
Спеціальність	<i>Vсі</i>
Освітній рівень	<i>перший (бакалавр)</i>
Освітня програма	<i>Vсі</i>

Статус дисципліни	<i>вибіркова</i>
Мова викладання, навчання та оцінювання	<i>англійська</i>

Завідувач кафедри <i>менеджменту та бізнесу</i>	_____	<i>Тетяна ЛЕПЕЙКО</i>
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Харків
2020

ЗАТВЕРДЖЕНО
на засіданні кафедри *менеджменту та бізнесу*
Протокол №2 від 27.08.2020 р.

Розробник (и):
Мазоренко О. В., к.е.н., доцент кафедри менеджменту та бізнесу,
Сорокіна А.С., старший викладач кафедри менеджменту та бізнесу.

**Лист оновлення та перезатвердження
робочої програми навчальної дисципліни**

Навчальний рік	Дата засідання кафедри – розробника РПНД	Номер протоколу	Підпис завідувача кафедри
2020/2021			

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

"APPROVED"

Deputy Rector
(vice-rector for scientific and pedagogical work)

Mykola AFANASIEV

Basics of entrepreneurship

syllabus of the academic discipline

Field of knowledge	<i>All</i>
Speciality	<i>All</i>
Education level	<i>first (bachelor)</i>
Educational programs	<i>All</i>

Discipline status	<i>Selective</i>
Language of teaching, studying and assessment	<i>english</i>

Head of Management and Business department	Tetyana LEPEYKO
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Kharkiv
2020

APPROVED

at the meeting of the Management and Business Department
Protocol № 2 of August 27, 2020.

Compiled by:

O. Mazorenko, PhD (Economics), Associate professor of Management and Business
department

A. Sorokina, senior lecturer of Management and Business department

**Sheet of renewal and re-approval
of the academic discipline syllabus**

Academic year	Date of the department meeting - developer of the syllabus	Protocol number	Sign of the Head of the department
2020/2021			

Abstract of the discipline

The program of studying the discipline "Basics of entrepreneurship" is compiled according to the educational program of preparation of bachelors. The educational discipline Basics of entrepreneurship " belongs to the cycle of selective professionally oriented disciplines of bachelor's training.

The subject of the study of the discipline is the theoretical concepts of entrepreneurship, the methodology of entrepreneurship.

The purpose of discipline: is formation of students' competencies for conceptual understanding the foundations for functioning of enterprises of different ownerships, acquiring skills of creating your own business justification, and improving the efficiency of business management in market conditions.

Characteristics of the discipline

Academic year	2
Semester	3
Number of credits ECTS	5
Final assessment	Pass

Structural logical scheme of the discipline studying:

Previous disciplines	Next disciplines
Microeconomics	Finance
Macroeconomics	Strategic management
	Marketing

Competencies and results of discipline studying:

Competencies	Study results
Ability to highlight peculiarities of the entrepreneurship in the current conditions of the Ukrainian market.	Knowledge and understanding of the peculiarities of doing business, content of entrepreneurship.
Ability to choose the types of entrepreneurial activities in solving organizational and managerial tasks.	Knowledge and understanding the differences between types of entrepreneurial activities.
Ability to organize own business activities in the modern conditions	Skills to organize business taking into account peculiarities of modern conditions.
Ability to carry out the selection of necessary information according to the Ukrainian accounting and tax legislation	Knowledge and understanding of the Ukrainian accounting and tax legislation.
Ability to determine the main financial performance of the enterprise and evaluate their dynamics.	Knowledge and understanding of the evaluating activities methodology.
Ability to develop business plan.	Knowledge and understanding of the essence of business planning. Skills to develop business plan.

The syllabus of the academic discipline

Content module 1. The organizational aspects of entrepreneurship.

Theme 1. Concept of entrepreneurship. The key types of the entrepreneurial activity.

The concept of entrepreneurial activity. The environment of the enterprise. Internal and external environment of the enterprise. Features of business development in the information economy. The personality of the entrepreneur and his quality. Classification of enterprises and their features in modern business.

Theme 2. Entrepreneurial ideas and methods of their implementation.

The concept of "entrepreneurial idea", its meaning. Sources of formation of new ideas. Methods of generating entrepreneurial ideas and calculating their success. Business Solutions Sphere and Technology. Economic methods of entrepreneurial decisions.

Theme 3. Registration of enterprises of different ownership forms.

Types of enterprises in Ukraine. Statutory fund requirements. The order of registration of enterprises in Ukraine. The constituent and registration documents. Reservation of the company name. Requirements for founders in different organizational forms of enterprises.

Features of creation of enterprises of different forms of ownership.

The cost of registration of legal entities and individuals. Features of registration of joint-stock companies, limited liability companies, private enterprises, limited partnerships and more. Amendments to the constituent documents.

Theme 4. Sources of financing of business activity

Own, borrowed and attracted sources of financing of business activity.

Lending to enterprises of different forms of ownership. Types of loans. Bank lending. Principles and conditions of crediting. Requirements for documents required for obtaining a loan.

Cost of borrowed funds.

Features of security. Financing your business at your own expense. Equipment leasing as an alternative to credit. Venture Financing: Essence, Features and Opportunity

Theme 5. Business taxation, accounting and reporting

General and simplified system of taxation, accounting and reporting of business activities.

Features for legal entities of different forms of ownership and individuals. Single tax for legal entities and individuals. Features of accounting and reporting for legal entities and individuals.

The order and forms of accounting at enterprises.

Types of taxes. Tax benefits in various fields of activity. Penalties. Controls and supervisors, types of inspections.

Theme 6. The risks of doing business.

Types of risks. Types and features of the economic, political, commercial, investment and industrial risks.

Ways to reduce risk to the business. Role of insurance. Franchising and licensing as a means of reducing risk.

Theme 7. Protection of business and entrepreneurial secrecy.

Internal and external fraud. Internal and external security business. Fight against unfair competition. Securities laws. Organization of security.

The concept of business secrets. The subject and objects of trade secrets. Legislative regulation. The account of contractual relations. The procedure for disclosure and oversight. The responsibility for disclosing secrets.

The list of laboratory classes, as well as questions and tasks for independent work is given in the table "Rating plan of the academic discipline".

Teaching and learning methods

Achieving the expected learning outcomes is ensured by the use of these methods of teaching and learning: problem lectures, discussions, conversations, presentations, simulation of professional situations, work in small groups.

The system of the study results assessment

The system of evaluation of the developed competencies of students takes into account the types of classes, which according to the curriculum include lectures, seminars, practical classes, as well as independent work. Assessment of the developed competencies among students is based on a 100-point accumulation system.

In accordance with the Provisional Regulations "The Procedure for Assessing the Results of Students' Learning Based on the Accumulated Point-Rating System" Simon Kuznets KhNUE, control measures include:

current control carried out during the semester during lectures, practical, seminars, laboratory classes and is estimated by the sum of the points scored (maximum amount - 100 points);

final / semester control, conducted in the form of final control work as a discount on the teacher's initiative, taking into account the current control over the corresponding content module, and aims at an integrated assessment of the student's learning outcomes after studying the material from the logically completed part of the discipline content module (the maximum amount is 20 points).

The procedure for carrying out the current assessment of students' knowledge. Assessment of student's knowledge during seminars, practical exercises and occupations and performance of individual tasks is carried out according to the following criteria:

understanding, degree of assimilation of the theory and methodology of the problems under consideration; the degree of assimilation of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in an audience; logic, structure, style of presentation of the material in written works and speeches in the audience, ability to substantiate their position, to generalize information and to draw conclusions; structural and logical correctness of individual and final control work; ability to conduct critical and independent evaluation of certain problem issues; the ability to explain alternative views and the presence of their own point of view, position on a particular problem issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions about a specific problem; independence of performance; literacy of presentation of the material; use of comparison methods, generalization of concepts and phenomena; job design.

The general criteria for evaluating the non-audited independent work of students are: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge on specific topics, the ability to make informed conclusions, the possession of categorical apparatus, skills and techniques for performing practical tasks, the ability to find the necessary information, carry out its systematization and processing, self-realization on practical and laboratory classes.

A student should be considered certified if the sum of the points obtained from the results of the current and final control over the semester is equal or exceeds 60.

The final score in the discipline is calculated on the basis of scores obtained during the scoring, and scores obtained during the current control over the accumulation system. The total score in the points for the semester is: "60 and more points are counted", "59 and less points are not counted", and entered in the "Record of success" of the academic discipline. The system of evaluation of the developed competencies of students takes into account the types of occupations, which according to the curriculum include lectures, seminars, practical classes, as well as independent work. Assessment of the developed competencies among students is based on a 100-

point accumulation system. In accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Students' Learning Based on the Accumulated Point-Rating System" S. Kuznets KhNUE, control measures include:

The final mark is set according to the scale given in the table "Evaluation scale: national and ECTS".

Forms of assessment and distribution of points are given in the table "Rating-plan of the discipline".

Evaluation scale: national and ECTS

The sum of points for all types of educational activities	Mark EKTC	Mark on a national scale	
		for exam, course project (work), practice	for credit
90 – 100	A	excellent	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	not credited

Rating plan of the academic discipline

Theme	Forms and types of studying		Evaluation Forms	Max mark
Content module 1. Organizational and legal aspects of entrepreneurship.				
Theme 1. Concept of entrepreneurship. The key types of the entrepreneurial activity.	<i>Classroom work</i>			
	Lecture	Lecture 1. Concept of entrepreneurship. The key types of the entrepreneurial activity.	Work on lecture	1
	Practical lesson	Practical lesson 1. Task. Search and selection of business ideas	Active participation in practical tasks performance	1
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a theme 1 Performance of tasks	Homework check	
	<i>Classroom work</i>			
	Lecture	Lecture 2. Concept of entrepreneurship. The key types of the entrepreneurial activity.	Work on lecture	1
	Practical lesson	Practical lesson 2. Evaluation and selection of business ideas.	Active participation in practical tasks performance	1
			Presentation	7
	<i>Independent work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a theme 1 Preparation for the lesson	Homework check		
Theme 2. Entrepreneurial ideas and methods of their implementation	<i>Classroom work</i>			
	Lecture	Lecture 3. Entrepreneurial ideas and methods of their implementation.	Work on lecture	1
	Practical lesson	Practical lesson 3. Task. Drawing up a business model. Drawing up and analysis of the financial model of the project.	Active participation in tasks performance	1
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a theme 2 Execution of tasks	Homework check	
	<i>Classroom work</i>			
	Lecture	Lecture 4. Entrepreneurial ideas and methods of their implementation.	Work on lecture	1
	Practical lesson	Practical lesson 4. Task. Drawing up a business model. Drawing up and analysis of the financial model of the project.	Active participation in practical tasks performance	1

			Task	7
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a theme 2 Preparation for express tests	Homework check	
Theme 3. Registration of enterprises of different ownership forms	<i>Classroom work</i>			
	Lecture	Lecture 5. Registration of enterprises of different ownership forms.	Work on lecture	1
	Practical lesson	Practical lesson 5. Task. Features of creation of enterprises of different forms of ownership.	Active participation in practical tasks performance	1
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a theme 3	Homework check	
		Solving practical tasks		
	<i>Classroom work</i>			
	Lecture	Lecture 6. Registration of enterprises of different ownership forms.	Work on lecture	1
			Express tests	6
	Practical lesson	Practical lesson 6. Training. Registration of enterprises	Active participation in practical tasks performance	1
<i>Independent work</i>				
Questions and tasks for self-study	Search, selection and review of literary sources on a theme 3	Homework check		
Theme 4. Sources of financing of business activity.	<i>Classroom work</i>			
	Lecture	Lectures 7-8. Sources of financing of business activity.	Work on lecture	2
	Practical lesson	Practical lesson 7-8. Task. Choice of company name, logotype and slogan. The purpose and objectives of the business. Products (services) of a business. Business organization and legal form. Resources: for business starting; for business running	Active participation in practical tasks performance	2
			Task	7
	<i>Independent work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a theme 4 Structure development Performing a task on the theme	Homework check		

Theme 5. Business taxation, accounting and reporting	<i>Classroom work</i>			
	Lecture	Lecture 9. Business taxation, accounting and reporting.	Work on lecture	1
	Practical lesson	Practical lesson 9. Task. Formation of information about the enterprise, the choice of ownership, the choice of accounting and personnel policy	Active participation in practical tasks performance	1
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a theme 5 Execution of tasks Preparation for control work	Homework check	
	<i>Classroom work</i>			
	Lecture	Lecture 10. Business taxation, accounting and reporting.	Work on lecture	2
	Practical lesson	Practical lesson 10. Startup Expenses. Execution of the task of calculating starting costs for your own business in the field of IT	Express tests	6
			Active participation in practical tasks performance Task	2 7
	<i>Independent work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a theme 5 Execution of tasks	Homework check		
Content module 2. Peculiarities of doing business in IT area				
Theme 6. The risks of doing	<i>Classroom work</i>			
	Lecture	Lectures 11. Theme 6. The risks of doing business.	Work on lecture	2
	Practical lesson	Practical lessons 11. Calculation of economic efficiency of business	Active participation in practical tasks performance	2
	<i>Independent work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a theme 6 Execution of tasks	Homework check		

Theme 7. Protection of business and entrepreneurial secrecy.	<i>Classroom work</i>			
	Lecture	Lectures 12. Protection of business and entrepreneurial secrecy.	Work on lecture	2
	Practical lesson	Practical lessons 12. Task: Other aspects of doing business	Active participation in practical tasks performance	2
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a theme 7 Preparation for express tests	Homework check Writing control work	30
The total maximum number of points in the academic discipline			100	

Recommended References

Main:

1. Бусыгин А. В. Предпринимательство : учебник для вузов / А. В. Бу-сыгин. – М., 2008. – 320 с.
2. Культура предпринимательства: учебн. пособ. – СПб.: Изд. "Питер", 2000. – 176 с.

Additional:

2. Основы предпринимательского дела / под ред. Ю. М. Осипова. – М. : МГУ, 1997. – 312 с.
3. Рубин Ю. Б. Основы бизнеса / под ред. проф. Ю. Б.Рубина, проф. И. А.Ягодкиной. – М. : МЭСИ. 2009. – 257 с.
4. Стонер Джеймс А.Ф., Долан Едвін Г. Вступ у бізнес: Пер. з англ./ ред. Завадського Й.С. – К.: Вид-во Європ. Ун-ту фін., інформ. систем, менеджменту і бізнесу, 2000. – 752 с.

Information Resources

5. Сайт ПНС ХНЕУ ім. С. Кузнеця [Електронний ресурс]. – Режим доступу: <https://pns.hneu.edu.ua/course/view.php?id=2966>