

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ



ОСНОВИ ПІДПРИЄМНИЦТВА
робоча програма навчальної дисципліни

Галузь знань **усі**
Спеціальність **усі**
Освітній рівень **перший (бакалаврський)**
Освітня програма **усі**

Статус дисципліни **вибіркова**
Мова викладання, навчання та оцінювання **англійська**

Завідувач кафедри
менеджменту та бізнесу

Тетяна ЛЕПЕЙКО

Харків
2022

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS



BASICS OF ENTREPRENEURSHIP

syllabus of the academic discipline

| | |
|---------------------|-------------------------|
| Field of knowledge | All |
| Specialty | All |
| Education level | first (bachelor) |
| Educational program | All |

| | |
|---|------------------|
| Discipline status | Selective |
| Language of teaching, studying and assessment | English |

Head of Management and
Business Department

Tetyana LEPEYKO

**Kharkiv
2022**

APPROVED

at the meeting of the Management and Business Department

Protocol № 1 of August 29, 2022.

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

| Academic year | Date of the department meeting - developer of the syllabus | Protocol number | Sign of the Head of the department |
|---------------|---|-----------------|------------------------------------|
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Abstract of the educational discipline

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

The purpose of the discipline is formation of students' competencies for conceptual understanding the foundations for functioning of enterprises of different types, acquiring skills of creating new business venture, and improving efficiency of the business management in market conditions.

The objectives of the discipline are:

- developing basic skills important for successful entrepreneurial activity;
- studying peculiarities of entrepreneurial activity in modern conditions;
- studying the organizational foundations of entrepreneurial activity;
- acquisition of theoretical knowledge regarding the legislative regulation of the creation and organization of entrepreneurial activity;
- choosing the organizational and legal form of the enterprise;
- studying the system of taxation of entrepreneurial activity;
- studying the features of developing a business plan;
- mastering the basic principles and rules of business regulation in modern conditions;
- studying the features of developing a business model;

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

Characteristics of educational discipline

| | |
|------------------------|------|
| Course | 2 |
| Semester | 3 |
| Number of credits ECTS | 5 |
| Form of final control | Pass |

Structural and logical scheme of studying the disciplin

| Prerequisites | Postrequisites |
|---------------------------|-----------------------|
| Macro- and Microeconomics | Business Planning |
| Business Ethics | Strategic Management |
| | Marketing |

Competences and learning outcomes in the discipline

| Competences | Learning outcomes |
|---|--|
| Ability to highlight peculiarities of the entrepreneurship in the current market conditions | 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 of the differences between types of entrepreneurial activity |
| Ability to organize entrepreneurial activity in the modern conditions | Skills to organize entrepreneurial activity in the 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 develop business plan and formulate the business model | Knowledge and understanding of the essence of business planning. Skills to develop business plan and business model. |

The program of the educational discipline

Content module 1. An essence of entrepreneurial activity

Topic 1. A nature of entrepreneurship

An essence of entrepreneurship. A concept of business, its elements. The definition of entrepreneurial activity. The definition of an entrepreneur, its main concepts. Main motives of an entrepreneurial activity. Entrepreneurial thinking. The entrepreneurial process, its main stages. Types of entrepreneurship. Entrepreneurial ecosystems. Role of entrepreneurship, its advantages and disadvantages to an individual and the nation. Entrepreneurial development, favoring and restraining factors.

Topic 2. Characteristics of an entrepreneur

Definition of an entrepreneur. Comparison of an entrepreneur and a businessperson, and a manager. Features of an entrepreneur. Main functions of an entrepreneur. Basic qualities of an entrepreneur to succeed. Classifications of entrepreneurs. Sources of the entrepreneurial success. Common reasons for entrepreneurial failure.

Content module 2. An entrepreneurial process

Topic 3. Entrepreneurial ideas and business opportunities

A concept of a business idea. Features of a good business idea. A necessity of a business idea. Sources of new business ideas. Challenges for new ideas determination. Methods of generating business ideas. A concept of a business opportunity. Window of opportunity. Approaches to opportunities recognition. Personal characteristics of an entrepreneur helping to recognize opportunities. The opportunity recognition process. Opportunities evaluation.

Topic 4. Modern business concepts

An essence of an enterprise. Main characteristics of an enterprise. Principles of the entrepreneurial activity. An enterprise as a participant in the market relations. Classification of enterprises. Types of enterprises according to the Ukrainian legislation. An essence of a business model, its key components. Classification of business models. Types of revenue models. Development of a business model. Business model canvas. Business planning.

Topic 5. Legal aspects of entrepreneurship

Specifics of the registration of an entrepreneurial activity in Ukraine. Procedure of obtaining permission documents. Statutory fund requirements. The constituent and registration documents. Requirements for founders in different organizational forms of enterprises. Licensing. Protection of the intellectual property.

Topic 6. Entrepreneurial resources

Main types of resources used in the entrepreneurial activity. Costs of doing business. Methods of cost calculation. Sources of financing the entrepreneurial activity. Specifics of financing applied for different forms of enterprises.

Topic 7. Business environment

Meaning of the business environment, its characteristics and importance. Relationship between an Organization and its environment. Environmental influences on business. Components of the business environment. Main stakeholders.

Topic 8. Implementing, managing and harvesting a venture

Specifics of implementing and managing a venture, main strategies. Reinvestment. Ways of expansion. Strategies of harvesting the venture: selling, liquidation, mergers and acquisitions.

Topic 9. Entrepreneurial risks

An essence of an entrepreneurial risk. Types and features of risks. Ways to reduce risk to the business. Role of insurance.

Topic 10. Social and ethical aspects of entrepreneurship

Business ethics and social responsibility for enterprises: importance and prospects. Cultural diversity. Business reputation.

The list of practical (seminar) classes, as well as questions and tasks for independent work is given in the table "Rating-plan of the educational discipline".

Teaching and instruction methods

In the process of teaching the educational discipline "Basics of entrepreneurship" for the implementation of the defined competencies of the educational program and the activation of the educational process in lectures and practical classes the following teaching methods are used: discussions (topics 1, 2, 4, 9), presentations (topics 3, 4), work in small groups (topics 1, 2, 3, 4, 10), simulation of professional situations (topic 5), individual projects (topic 1-10).

During lectures and practical classes, the explanatory and illustrative teaching method, problem-based teaching, research teaching methods are used. All lectures are provided in the form of presentations using Microsoft PowerPoint.

Assessment system of learning outcomes

S. Kuznets Kharkiv National University of Economics uses a cumulative (100-points) system of assessment. The assessment of learning outcomes of the discipline "Basics of entrepreneurship" is based on the following control measures:

1. **Current control** is carried out during the semester and evaluates the results of students' work in practical classes and their independent work.

Forms of current assessment and methods of demonstrating learning outcomes are as follows:

Competence-oriented tasks. During the semester there are 10 competence-oriented tasks. The maximum score is 5 points for each fully completed task, the minimum score is 3 points for completing 50% of the assignment without properly made conclusions. The total number of points is 50 points.

Individual project. One individual project is prepared during the semester. The maximum score is 15 points if the project is completed, the minimum score is 9 points if there 50% of structural elements of the project are presented.

Presentation. One presentation is prepared during the semester. The maximum score is 5 points if the presentation topic is fully disclosed, the minimum score is 3 points if the presentation is logically structured and disclose the topic but does not provide own reflections on the problem.

Written control works. During the semester there are 2 written control works. The first one covers topics 1-5; the second one – topics 6-10. The maximum score for each control work is 15 points for fully completed tasks, the minimum score is 8 points for completing 50% of tasks without providing explanations and conclusions. The total number of points is 30 points.

Thus, for the current control, students can receive a maximum of 100 points in case of full completion of all tasks. The minimum score that allows a student to get credit is 60 points.

2. **Final control** is conducted in the form of a semester credit in accordance with the schedule of the educational process.

A credit is set as the total amount of points, which were scored on the results of the current control.

The student should be considered certified if the final score is equal to or exceeds 60 points. The student should not be considered certified if the final score is equal to 59 points and less.

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

Rating-plan of the educational discipline

| Topic | Forms and types of studying | Forms of evaluation | Max points |
|---|---|-----------------------------|------------|
| 1 | 2 | 3 | 4 |
| Content module 1. An essence of entrepreneurial activity | | | |
| Topic 1 | <i>Classroom work</i> | | |
| | Lecture 1 on questions: 1. An essence of entrepreneurship. 2. The entrepreneurial process. 3. Role of entrepreneurship. | Active work | |
| | Practical task 1. Goal setting. Identifying criteria for a successful business | Performing a practical task | 5 |
| | <i>Independent work</i> | | |
| | Study of lecture material, preparation for practical class, preparation for a discussion. | | |
| Topic 2 | <i>Classroom work</i> | | |
| | Lecture 2 on questions: 1. Definition of an entrepreneur. 2. Features of an entrepreneur. 3. Main functions of an entrepreneur. 4. Classifications of entrepreneurs. | Active work | |
| | Practical task 2. Seminar of the successful entrepreneurs. | Performing a practical task | 5 |
| | <i>Independent work</i> | | |
| | Study of lecture material, preparation for practical class, preparation for a discussion. | | |
| Content module 2. An entrepreneurial process | | | |
| Topic 3 | <i>Classroom work</i> | | |
| | Lecture 3 on questions: 1. A concept of a business idea. 2. Methods of generating business ideas. 3. A concept of a business opportunity. 4. Approaches to opportunities recognition. 5. The opportunity recognition process. Opportunities evaluation. | Active work | |
| | Practical task 3. Business game on generating business ideas | Performing a practical task | 5 |
| | <i>Independent work</i> | | |
| | Study of lecture material, preparation for practical class. | | |
| Topic 4 | <i>Classroom work</i> | | |
| | Lecture 4-5 on questions: 1. An essence of an enterprise. Main characteristics of an enterprise. 2. Classification of enterprises. 3. An essence of a business model, its key components. 4. Classification of business models. 5. Development of a business model. 6. Business planning. | Active work | |

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|---------|---|-----------------------------|----|
| | Practical task 4. Choosing the optimal organizational and legal form for a new venture. | Performing a practical task | 5 |
| | Practical task 5. Developing a business model. | Presentation | 5 |
| | <i>Independent work</i> | | |
| | Study of lecture material, preparation for practical class. Preparing a presentation. | | |
| Topic 5 | <i>Classroom work</i> | | |
| | Lecture 6 on questions: 1. Specifics of the registration of an entrepreneurial activity in Ukraine. 2. The constituent and registration documents. 3. Statutory fund requirements. 4. Requirements for founders in different organizational forms of enterprises. 5. Licensing. 6. Protection of the intellectual property. | Active work | |
| | Practical task 6. Developing a plan for legal registration of a new company. | Performing a practical task | 5 |
| | <i>Independent work</i> | | |
| | Study of lecture material, preparation for practical class. Preparing an essay | | |
| Topic 6 | <i>Classroom work</i> | | |
| | Lecture 7, 8 on questions: 1. Main types of resources used in the entrepreneurial activity. 2. Costs of doing business. 3. Methods of cost calculation. 4. Sources of financing the entrepreneurial activity. | Active work | |
| | Practical class 7. Calculating costs of a business. Practical class 8. Identifying sources of financing for a business. | Performing a practical task | 5 |
| | | Written control work | 15 |
| | <i>Independent work</i> | | |
| | Study of lecture material, preparation for practical class. Preparing to the control work | | |
| Topic 7 | <i>Classroom work</i> | | |
| | Lecture 9 on questions: 1. Meaning of the business environment, its characteristics and importance. 2. Relationship between an Organization and its environment. | Active work | |
| | Practical class 9. Identifying business stakeholders. | Performing a practical task | 5 |
| | <i>Independent work</i> | | |
| | Study of lecture material, preparation for practical class | | |

| | | | |
|----------|--|-----------------------------|----|
| Topic 8 | <i>Classroom work</i> | | |
| | Lecture 10, 11 on questions: 1. Specifics of implementing and managing a venture, main strategies. 2. Ways of expansion. 3. Strategies of harvesting the venture. | Active work | |
| | Practical task 10. Comparing business development strategies. Practical task 11. Developing a business plan. | Performing a practical task | 5 |
| | <i>Independent work</i> | | |
| | Study of lecture material, preparation for practical class. | | |
| Topic 9 | <i>Classroom work</i> | | |
| | Lecture 12 on questions: 1. An essence of an entrepreneurial risk. 2. Types and features of risks. 3. Ways to reduce risk to the business. 4. Risks insurance. | Active work | |
| | Practical task 12. Identifying entrepreneurial risks and developing measures on their elimination. | Performing a practical task | 5 |
| | <i>Independent work</i> | | |
| | Study of lecture material, preparation for practical class. | | |
| Topic 10 | <i>Classroom work</i> | | |
| | Lecture 13 – 15 on questions: 1. Business ethics and social responsibility for enterprises. 2. Cultural diversity. 3. Business reputation. | Active work | |
| | Practical task 13. Seminar on social impact of an entrepreneurial activity. | Performing a practical task | 5 |
| | | Individual task | 15 |
| | | Written control work | 15 |
| | <i>Independent work</i> | | |
| | Study of lecture material, preparation for practical class. Preparing a presentation of the individual task. Preparing to the control work | | |

Recommended literature

Main

1. Carpenter K. Introduction to entrepreneurship. - Kwantlen Polytechnic University, 2021 [Electronic resource]. – Access mode: <https://open.umn.edu/opentextbooks/textbooks/1111>.

Additional

2. Lewrick M. The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems / M. Lewrick. – NY: Wiley, 2018. – 352 p.

3. Yun J. Business Model Design Compass: Open Innovation Funnel to Schumpeterian New Combination Business Model Developing Circle (Management for Professionals) / J. Yun. – NY: Springer, 2017. – 248 p.

Internet resources

4. Basics of Entrepreneurship : course page on the PNS of S. Kuznets KhNUE (Moodle platform) – Access mode : <https://pns.hneu.edu.ua/course/view.php?id=9053>.

5. Ukrainian Ecosystem Map [Electronic resource]. – Access mode: <https://techukraine.org/ecosystem-map/>

6. Diiia.Business Platform [Electronic resource]. – Access mode: <https://business.diiia.gov.ua>.

7. Ukrainian Startup fund[Electronic resource]. – Access mode: <https://usf.com.ua>.