

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

APPROVED
at the meeting of the department
management and business
Protocol № 1 of 25.08.2023 y.

AGREED
Vice-rector for educational and methodical work
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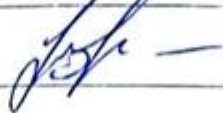


IT entrepreneurship
syllabus of the academic discipline

Field of knowledge All
Speciality All
Education level first (bachelor)
Educational program All

Discipline status selective
Language of teaching, studying and assessment English

Developers:
PhD (Economics),
Associate Professor
PhD (Economics),
Associate Professor
PhD (Economics),
Associate Professor
PhD (Economics),
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2023

INTRODUCTION

The program of studying the discipline “IT entrepreneurship” is compiled according to the educational program of preparation of bachelors. The educational discipline “IT entrepreneurship” belongs to the cycle of selective educational components of bachelor’s training.

In the process of learning, students acquire the necessary knowledge during lectures, perform tasks related to the practical application of the acquired knowledge. The study of the theoretical provisions of the educational discipline “IT entrepreneurship” requires their consolidation with the help of practical classes, and this constitutes a significant part of the discipline.

The purpose of the educational discipline “IT entrepreneurship” is formation of competencies in students of higher education for conceptual understanding the foundations for functioning of enterprises of different ownerships in the IT industry, acquiring skills of creating your own business justification, and improving the efficiency of business management in market conditions.

The objectives of the academic discipline are:

- studying of the organizational foundations of entrepreneurial activity;
- mastering the basic principles and rules of business regulation in modern conditions;

- development of the skills of justifying the choice of the most attractive areas of entrepreneurship in different conditions;

- acquisition of theoretical knowledge regarding the legislative regulation of the creation and organization of enterprise activities;

- choosing the organizational and legal form of the enterprise, conducting one’s own business;

- study of systems of taxation of entrepreneurial activities of natural persons;

- studying the features of developing a business plan;

- study of the peculiarities of the organization of entrepreneurial activity by natural persons.

The object of the educational discipline is the process of entrepreneurial activity management in order to understand the basics of functioning of enterprises of various forms of ownership in the IT industry.

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

The learning outcomes and competencies formed by the discipline are defined in table 1.

Table 1

Learning outcomes and competencies formed by the discipline

Learning outcomes	Competencies that a higher education student must master
Knowledge and understanding of the peculiarities of doing business, content of entrepreneurship.	Ability to highlight peculiarities of the entrepreneurship in the current conditions of the Ukrainian market.
Knowledge and understanding of the differences between types of entrepreneurial activity.	Ability to choose the types of entrepreneurial activities in solving organizational and managerial tasks.
Skills to organize business taking into account peculiarities of IT sector.	Ability to organize own business activities in the modern IT sector.
Knowledge and understanding of the Ukrainian accounting and tax legislation.	Ability to carry out the selection of necessary information according to the Ukrainian accounting and tax legislation.
Knowledge and understanding of the evaluating activities methodology.	Ability to determine the main financial performance of the enterprise and evaluate their dynamics.
Knowledge and understanding of the essence of business planning. Skills in developing a business plan and business model.	Ability to develop a business plan and formulate a business model.

THE PROGRAM OF THE EDUCATIONAL DISCIPLINE

Content of the educational discipline

Content module 1: Organizational and legal aspects of entrepreneurship.

Theme 1: The essence of entrepreneurship. The key types of the entrepreneurial activity.

1.1. The concept of entrepreneurship.

The environment of the enterprise. Internal and external environment of the enterprise. Entrepreneur and his business qualities. Components of entrepreneurial talent.

1.2. Classification of entrepreneurship.

Classification of enterprises. Features of entrepreneurship in modern business.

1.3. The role of IT entrepreneurship.

Features of business development in the information economy. IT-entrepreneurship and its role.

Theme 2. Entrepreneurial ideas and methods of their implementation.

2.1. Entrepreneurial ideas.

The concept of “entrepreneurial idea”, its meaning. Sources of formation of new ideas.

2.2. Methods of forming ideas.

Methods of generating entrepreneurial ideas and calculating their success. The scope of business decisions and technology. Economic methods of making business decisions.

The main steps of preparation for entrepreneurial activity.

Theme 3. Registration of enterprises of various forms of ownership and organization of production of goods and services

3.1. Business and entrepreneurship, types of business.

Types of enterprises in Ukraine. Requirements for the authorised capital. State regulation of entrepreneurship. The procedure for registering enterprises in Ukraine. Constituent and registration documents. Booking a company name. Requirements for founders in different organisational forms of enterprises.

3.2. Legal registration of a new business.

Peculiarities of establishing enterprises of different forms of ownership. Cost of registration of legal entities and individuals. Peculiarities of registration of joint stock companies, limited liability companies, private enterprises, limited liability partnerships, etc. Amendments to constituent documents. Rights, duties and responsibilities of an entrepreneur. Small and medium-sized businesses in the modern economy. Production costs and cost of production. The profit. The rate of profit. Price of goods. Methods of pricing.

Theme 4. Sources of financing of entrepreneurial activity.

4.1 Financing of starting a small business.

Own, borrowed and attracted sources of financing of entrepreneurial activity. Lending to enterprises of different forms of ownership. Types of loans. Bank lending. Principles and conditions of lending. Requirements for documents necessary to obtain a loan.

4.2 Obtaining financing and capital growth.

The cost of borrowed funds. Security features. Business financing at your own expense. Equipment lease as an alternative to a loan. Venture capital financing: essence, features and opportunities. Pitching of IT projects.

Theme 5. Basics of accounting and taxes. Franchising.

5.1. Accounting of income of individual entrepreneurs.

General and simplified taxation system, accounting and reporting on business activities. Accounting of income of individual entrepreneurs and legal entities of various forms of ownership. Single tax for legal entities and individuals. Peculiarities of accounting and reporting for legal entities and individuals.

5.2. Taxation of entrepreneurial activity.

Procedure and forms of accounting at enterprises. Types of taxes. Tax benefits in various fields of activity. Penalties and fines. Control and supervision authorities, types of inspections. Features of taxation in the IT industry.

5.3. Franchising.

The essence, types and principles of franchise. Advantages and disadvantages of using a franchise. The process of assessing franchise opportunities and buying a franchise.

Content module 2: Peculiarities of doing business in the IT industry.

Theme 6. General characteristics of IT entrepreneurship and types of technical business.

6.1. Basic concepts.

Structure and trends in demand for IT products and services. Key consumers and suppliers of IT products and services. Market dynamics. Mergers and acquisitions. IT supply chains and their participants. Suppliers and their partners. Alliances and partnerships of companies. Franchises.

6.2. Ownership structure in the IT business.

The main organisational forms of IT business. IT innovations and start-ups. The role of investors. The main activities of startups. The main types of IT business.

Theme 7. Business models for the IT industry.

7.1. The concept of a business model, its key components.

The essence of the business model. Definition of a business model. Structure of the business model.

7.2. Classification of business models.

E-business models. The concept of e-business. Categories of Internet business. Approaches to doing business in the IT industry. Development of a business model.

Theme 8: Business planning.

8.1. The essence and purpose of business planning.

Content and structure of the business plan.

8.2. Types of business plans.

Elements of a business plan. Tips for business planning. Presentation of a business plan: pitching.

Theme 9. E-business as an environment of entrepreneurial activity.

9.1. The essence of e-business.

The concept of e-business. Problems of organizing business processes in the Internet environment.

9.2. Use of e-commerce models.

Principles of integration of real sector enterprises into the information economy. Requirements for a manager in e-business.

Theme 10. Marketing of IT projects and peculiarities of Internet business evaluation

10.1. The concept of marketing in the IT environment.

Place and role of marketing in an IT company. Key business models in IT and their marketing needs.

10.2. Marketing communications on the Internet.

Features of marketing communications on the Internet. Website as the basis of Internet communications. Internet advertising. Planning an advertising campaign.

10.3. Evaluation of project performance by financial results.

Evaluation of quantitative and qualitative business indicators. Intellectual property and its valuation.

The list of practical (seminar) classes in the discipline is given in table 2.

Table 2

The list of practical (seminar) classes

Name of the topic and/or task	Content
Theme 1 Task 1	Determination of the relevant criteria of an entrepreneur and a successful business.
Theme 2 Task 2	Seminar class on the topic “Stories of enterprising entrepreneurs”.
Theme 2 Task 3	Business game “Features of generating business ideas and determining their effectiveness”.
Theme 3 Task 4	Selection of optimal organizational and legal structures for various types of enterprises.
Theme 3 Task 5	Estimating the costs of the enterprise and forming the price of the product/service.
Theme 4 Task 6	Peculiarities of calculating and using an overdraft loan
Theme 5 Task 7 and 8	Solving the problem of choosing a company for franchising.
Theme 6 Task 9	Seminar class: “Trends of the IT industry: “hot” and “dead” areas”.
Theme 7 Task 10	Carrying out tasks related to Internet business and considering electronic business models.
Theme 8 Task 11	Completing tasks related to compilation and reporting at an IT company.
Theme 9 Task 12	Solving practical tasks regarding the choice of e-commerce models, e-commerce organization.
Theme 9 Task 13	Problems of organizing business processes in the Internet environment. Using e-commerce models.
Theme 10 Task 14 and 15	Assessment of the effectiveness of projects based on financial results. Assessment of quantitative and qualitative indicators of business. Intellectual property and its evaluation.

The list of independent work in the discipline is given in table 3.

Table 3

List of independent work

Name of the topic and/or task	Content
Theme 1-10	Search, selection and review of literature on a given topic
Theme 1-10	Preparation for the Express test
Theme 1-10	Preparation for practical classes
Theme 1-10	Performing an individual task (presentation)
Theme 1-10	Preparing for the final test

The number of hours of lectures, practical (seminar) classes and hours of independent work is given in the working plan (technological map) for the discipline.

TEACHING METHODS

In the process of teaching the educational discipline, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture-discussion (Themes 1–10), small group work (Theme 2, Theme 5, Themes 7–10)).

Visual (demonstration (Themes 1–10)).

Practical (practical work (Themes 1–10), group works (Theme 2, Theme 5, Themes 7–10), case studies (Theme 2, Theme 6)).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of higher education students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the higher education candidate to perform a specific job and is evaluated by the amount of points scored:

– for disciplines with a form of semester control, credit: maximum amount – 100 points; minimum amount – 60 points.

The final control includes semester control and assessment of the higher education student.

Semester control is carried out in the form of a semester exam, a differentiated credit or a test.

The final grade in the educational discipline is determined:

– for disciplines with a form of semester control, the credit is the amount of all points received during the current control.

During the teaching of the discipline, the following control measures are used:

Current control: express tests (estimated at 5 points (two express tests during the semester – the total maximum number of points – 10)); competence-oriented tasks on topics (maximum score – 10 points (two competence-oriented tasks during the semester, total maximum number of points – 20)); presentation (maximum score – 5 points (three presentations during the semester, total maximum number of points – 15 points)); presentation of an individual task (project) (maximum score – 25 points); final control work (maximum score – 30 points).

Semester control: Credit.

More detailed information on the evaluation system is provided in the work plan (technological map) for the discipline.

RECOMMENDED LITERATURE

Main

1. Карпюк Г. І. Основи підприємництва: навчальний посібник для здобувачів професійної (професійно-технічної) освіти. URL: <https://mon.gov.ua/storage/app/media/pto/2021/04/19/Osnovy%20pidpryyemnytstva.pdf> (Дата звернення: 06.11.23).

Additional

2. Алексеєва С. В. Основи економічної грамотності та підприємництва: навчальний посібник / Алексеєва С. В., Базиль Л. О., Байдулін В. Б., Гриценко І. А., Єршова Л. М., Закатнов Д. О., Орлов В. Ф., Сохацька Г. В. – Житомир: "Полісся", 2021. – 248 с.

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4. Остервальдер О. Розробляємо ціннісні пропозиції. Як створити продукти та послуги, яких хочуть клієнти / О. Остервальдер, І. Пиньє, А. Сміт; переклад з англ. Р. Корнуги. – Київ: Наш Формат, 2018. – 324 с.

5. Перерва І. М. Маркетинговий підхід до управління в підприємстві / І. М. Перерва, І. О. Кінас // Вісник ЧНУ ім. Б. Хмельницького. - Серія «Економічні науки». – 2021. – № 3. – С. 26-32. URL: <http://repository.hneu.edu.ua/handle/123456789/27067>

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7. Kotlyk A. The essence of creative economy / A. Kotlyk, K. Dmitriiev // Сучасні проблеми управління підприємствами: теорія та практика : матеріали міжнар. науково-практ. конф., 18-19 бер. 2019 р. — Х.: ФОП Панов А.М., 2019. — С. 233–234. URL: <http://repository.hneu.edu.ua/handle/123456789/21651>.

8. Pererva I. M. Justification of types of innovative labor in the IT industry / I. M. Pererva. // Scientific papers «Socio-economic problems of the modern period of Ukraine». – 2020. – Volume 4(144). – P. 27–33. URL: <http://repository.hneu.edu.ua/handle/123456789/24673>

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P. 28-40. URL: <http://repository.hneu.edu.ua/handle/123456789/29814>

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Information resources

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12. Platform «Diia.Business» [Electronic resource]. – Access mode: <https://business.diia.gov.ua>.

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

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