

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
підприємництва і торгівлі
Протокол № 2 від 01.09.2023 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи


Каріна НЕМАШКАЛО


ОСНОВИ ПІДПРИЄМНИЦТВА

робоча програма навчальної дисципліни (РПНД)

Галузь знань	всі
Спеціальність	всі
Освітній рівень	перший (бакалаврський)
Освітня програма	всі

Статус дисципліни	вибіркова
Мова викладання, навчання та оцінювання	англійська

Розробник:
д.е.н., професор



Марина САЛУН

Завідувачка кафедри
підприємництва і
торгівлі



Марина САЛУН

Харків
2023

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

APPROVED

at the meeting of the Entrepreneurship
and Trade Department
Protocol No. 2 dated 01.09.2023

ACCEPTED

Vice-rector for study and methodological work



Karina NEMASHKALO

BASICS OF THE ENTREPRENEURSHIP

Work Programme of the Discipline (WPD)

Field of study	all
Speciality	all
Educational level	first (bachelor)
Study Programme	all

Discipline Status	elective
Teaching, Learning and Assessment Language	english

Author:
Doctor of Science in
Economics, Professor

Maryna SALUN

Head of the Entrepreneurship
and Trade Department

Maryna SALUN

Kharkiv
2023

INTRODUCTION

«Basics of the Entrepreneurship» is an elective discipline of business orientation for applicants from the first (bachelor) level of higher education.

Entrepreneurship is an integral part of the modern world economy and plays an important role in the structural transformation of the economic landscape. The relevance of the discipline «Basics of the Entrepreneurship» is determined not only by the fact that entrepreneurship is a driver of economic growth, but also by the fact that the modern world requires individuals and organisations to adopt new approaches to address economic, environmental and technological challenges. Entrepreneurship provides students with the necessary knowledge and tools to deal effectively with modern economic, environmental and technological challenges, and helps to create innovative entrepreneurial initiatives.

Moreover, in the context of rapid technological development and changing global market conditions, entrepreneurship is becoming a source not only of economic growth but also of social change. The study of this discipline provides students with the means to understand and manage changes in modern society, and helps them to develop creativity, entrepreneurial thinking and the ability to manage and influence the business environment.

The purpose of the discipline is to form a system of basic knowledge about the entrepreneurship process, skills to form a team of like-minded people to conduct business activities, and competencies to implement entrepreneurial initiatives and business projects.

The objectives of the discipline are

- to study the patterns of development of entrepreneurship as a socio-economic phenomenon;

- to develop entrepreneurial thinking, independence and responsibility in decision-making and its outcomes;

- to acquire skills in the practical use of business models for starting and developing entrepreneurial activity.

The subject of the discipline are methods, principles, approaches, modern technologies, models of entrepreneurial activity.

The object of study of the discipline is the process of acquiring general and specific (professional) competences for carrying out professional functions in the field of entrepreneurship.

The learning outcomes and competences formed by the discipline are defined in Table 1.

Table 1

Learning outcomes and competences formed by the discipline

Learning outcomes	Higher education competences to be acquired by the student
Manage the search, independent selection and qualitative processing of information from different sources to create databases in the field of entrepreneurship. Use methods and tools to justify management decisions on the creation and operation of business structures. Knowledge of the basics of business planning, assessment of market conditions and performance of business structures.	Demonstrate initiative and entrepreneurship. Skills to apply the learned knowledge in practical situations. To identify and carry out professional tasks in the running of business activities. Ability to undertake business planning, assessment of market conditions and performance in the field of entrepreneurship. To formulate and implement entrepreneurial business ideas, to organise socially responsible business.

PROGRAMME OF THE DISCIPLINE**Content of the discipline****Theme 1. The meaning of the concept and approaches to entrepreneurship***1.1. Content and nature, main characteristics of entrepreneurship*

Evolution of entrepreneurship. The entrepreneurial revolution of 2010. Forms of entrepreneurship. Social entrepreneurship. Technopreneurship. Advantages of entrepreneurship. Disadvantages of entrepreneurship.

1.2. Characteristics of an entrepreneur.

Main characteristics of an entrepreneur: independence and initiative, risk taking, creativity and innovation, motivation and perseverance, communication skills, focus on results. Skills required for a successful entrepreneur (examples of well-known entrepreneurs).

1.3. Entrepreneurial mindset

Definition of entrepreneurial mindset. The importance of entrepreneurial thinking in today's world. The main aspects of entrepreneurial thinking: creativity and innovation, risk-taking and responsibility, adaptability and flexibility, systematic approach to work, effective resource management. Possibilities for learning and training to develop entrepreneurial mindsets

Theme 2. Legislative regulation and the registration of entrepreneurial activity*2.1. Legal basis of entrepreneurship*

The importance of the legal framework for entrepreneurial activity. The main types of entrepreneurial forms: individual entrepreneurs, companies.

2.2. Registration of entrepreneurial activity

Legal aspects of business registration. Rights and obligations of entrepreneurs. Key types of taxes for private entrepreneurs. Typical mistakes made when starting a business.

Theme 3. Business ecosystem

3.1. Elements of the business ecosystem

The role of entrepreneurs in building and developing the ecosystem. The role of investors in the entrepreneurial ecosystem. The importance of education and research in generating innovation and developing the entrepreneurial ecosystem. Technology platforms and infrastructure.

Examples of successful entrepreneurship ecosystems: startup hubs and incubators, technology clusters and innovation parks.

3.2. Ecosystem interactions

Cooperation between participants in the entrepreneurship ecosystem. Building partnerships and coalitions. Sharing knowledge and resources.

Challenges for the business ecosystem: financial challenges, bureaucratic barriers, unequal conditions for different industries.

3.3 Future prospects for the entrepreneurship ecosystem

Innovative technologies and trends. Rating of startup ecosystems.

Theme 4. Principles of team building in business

4.1 Definition of a team in business, its goals and objectives

The importance of effective teamwork as a factor in the successful operation of an enterprise. Setting goals, formulating general objectives and defining specific team tasks.

4.2. Formation of the team. Sharing tasks and defining roles.

The process of forming a dynamic and synergistic team. Definition of the roles and responsibilities for each team member. Establishing hierarchy and workflows. Team communication. Tools to stimulate team success and achievements.

Examples of successful teams in business: a brief overview on well-known cases of team success, study of key aspects that led to success

Theme 5. Design thinking

5.1. Source of new ideas. Basic principles of design thinking

Definition of design thinking and its importance in modern business. Empathy: understanding the needs and requirements of users. Identification of problems: analysing the situation and formulating problematic issues. Inspiration: generating creative ideas and solutions. Prototyping: creating prototypes to test concepts. Testing: involving users to evaluate and improve solutions.

5.2. Design thinking in business strategy

Use of design thinking in the development of products and services. The impact of design thinking on improving user experience. The role of design thinking in innovation and development.

5.3. The future of design thinking in business.

Technological and socio-cultural trends. New methods and tools for design thinking development.

Theme 6. Business idea and its validation process

6.1. Core stages of business idea validation

Idea development: defining the essence and specifying it. Market analytics: assessment of market and competition. Minimum viable product (MVP): Creating a prototype to test hypotheses. Customer engagement: interaction and feedback collection. Revision and correction: adapting the idea based on the received data.

6.2. Developing an entrepreneurial idea

Strategic planning: defining goals and development strategy. Business model: creating a system for generating revenue and value for customers. Terms of reference: determining the technical requirements for the idea's implementation.

6.3. External factors and their impact on the adoption of an entrepreneurial idea

Economic situation. Technological trends. Changes in consumer demand. The role of innovation in an entrepreneurial idea.

6.4. Tools for confirming a business idea

Validation Board. Validation Canvas.

Theme 7. Canvas business model

7.1. Introduction to the Canvas Business Model tool

History and origin. Benefits of using the Canvas business model

7.2. The main components of the Canvas business model

Key partners. Key activities. Key resources. Value proposition. Customer segments. Channels. Customer relationships. Revenue streams.

7.3. Application of the Canvas business model in practice

Theme 8: Minimum Viable Product (MVP)

8.1. Stages of MVP development

The role of MVP in exploring the market promptly and attracting customers.

Stages of MVP development: defining goals and objectives; selecting key features and capabilities; developing a basic product.

8.2. Adjusting the strategy and improving the MVP

Learning from examples and analysing successful implementation strategies

Theme 9: Customer research. Preliminary market research. Testing key hypotheses

9.1. Customer research

Market segmentation. Creating detailed portraits of target audiences. Identification of customer needs and desires. Identification of key customer characteristics.

9.2. Preliminary market research

Surveys and focus groups. Use of statistical reports and data. Determining the size of the market and its dynamics.

9.3. Testing key hypotheses

Identify the main assumptions about the business. Attempts to test different scenarios

Theme 10. Market assessment. Competitor analysis

10.1. Market assessment in the Canvas business model

Machine learning algorithms for identifying market trends. IT tools for data collection and processing. IT technologies for forecasting market development.

10.2. Performing competitor analysis using IT products

Use of online tools to identify competitors. Monitoring competitive strategies using IT tools.

Topic 11. Entrepreneurial marketing for start-ups

11.1. Entrepreneurial marketing and its role for start-ups

The importance of entrepreneurial marketing for startups. Features of entrepreneurial marketing.

11.2. Strategies of entrepreneurial marketing.

Guerrilla marketing strategy. Ambush marketing strategy. Strategy of viral marketing.

Theme 12: Fundamentals of investment and financing of entrepreneurial activity

12.1. Main types of investments

Internal investments. External investments. Crowdfunding. Investment attraction process.

12.2. Enterprise financial management

Accounting and financial reporting. Optimisation of financial processes.

Theme 13. Business risk

13.1. Classification of business risks

Strategic risks. Operational risks. Financial risks. Market and commercial risks. Legal and regulatory risks.

13.2. Business risk management

Risk analysis. Development of risk management strategies. Creating a risk management culture.

Table 2 shows the list of practical (seminar) and/or laboratory activities / tasks for the discipline.

Table 2

List of practical (seminar) and/or laboratory activities / tasks

Title of the theme and/or task	Task content
Theme 1. The meaning of the concept and approaches to entrepreneurship. Practical task 1.	Based on the data from the statistical collection "Activities of Large, Medium, Small and Micro-Enterprises" of the State Statistics Service of Ukraine, select the type of economic activity and determine the level of risk of starting a business in the relevant CEA.
Theme 2. Legislative regulation and the registration of entrepreneurial activity Practical task 2.	Collect data about the process of online and offline registration of private entrepreneurs, create a table of the main characteristics of private entrepreneurs of different groups, and determine which group of private entrepreneurs can be registered for the selected CEA. Based on the results of the research, create a presentation and report.
Theme 3. Business ecosystem Practical task 3.	Research the rankings of startup ecosystems. Identify the top 10 business ideas in the rankings. Write an essay (up to 1800 characters) about a startup you like
Theme 4. Principles of team building in business Practical task 4	Form a team to write an entrepreneurial business plan, share responsibilities, formulate and describe the main idea of the project, and define the team's vision, mission, and values.
Theme 5. Design thinking Practical task 5	Fill in the empathy map of the entrepreneurial initiative.

Title of the theme and/or task	Task content
Theme 6. Business idea and its validation process Practical task 6	Use the online Validation Board tool to confirm the viability of your business idea
Theme 7. Canvas business model Practical task 7	Use the online tool Canvas Table to create a business plan for your chosen business idea
Theme 8: Minimum Viable Product (MVP) Practical task 8	Use the online MVP visualisation tool. Create an MVP description of the selected business idea
Theme 9: Customer research. Preliminary market research. Testing key hypotheses Practical task 9.	Prepare a questionnaire (at least 15 questions) and interview (at least 5) potential buyers/users. Use an online tool to visualise the user of the product, work, service (selected business idea).
Theme 10. Market assessment. Competitor analysis Practical task 10.	Create a comparative table of domestic (2-3) and foreign (2-3) competing products for the selected business idea. Identify the competitive advantages of each analysed product
Topic 11. Entrepreneurial marketing for start-ups Practical task 11.	Prepare a presentation on the topic: The most famous examples of guerrilla marketing / ambush marketing / viral marketing
Theme 12: Fundamentals of investment and financing of entrepreneurial activity Practical task 12.	Write down the 7Ps for your chosen business idea Explore the possibility of using franchising instead of launching your chosen business idea
Theme 13. Business risk Practical task 13.	Describe (step-by-step for each component of the Canvas business model) the risks and identify potential management options

Table 3 shows the list of independent work by discipline.

Table 3

List of independent work

Title of the theme and/or task	Work content
Theme 1-13	Study of lecture material
	Getting ready for practical classes
	Passing control tests
	Individual study and research task

Total number of hours for lectures, practical (seminar) and / or laboratory classes and hours for independent work is given in the curriculum (flowchart) for the discipline.

TEACHING METHODS

While teaching the discipline "Basics of the Entrepreneurship", the following methods are used to get the defined learning outcomes and intensify the educational process

verbal (lecture (Themes 1 – 4, 7 – 10, 12); problem-based lectures (Themes 5, 6, 11, 13);

visual (demonstration (Theme 1 – 13);

Workshops (practical work (Theme 1 – 13), small group work (Theme 3 – 13); presentations (public speaking) (Theme 2, 11), individual research task (Theme 3 – 10, 12, 13).

ASSESSMENT FORMS AND METHODS

In order to assess the learning outcomes of higher education students, the University uses a cumulative system of 100 points.

The ongoing control is conducted during lectures, workshops, labs and seminars and aims to check the level of the student's preparation to perform a specific job and is assessed by the number of points received: the maximum number of points is 100 and the minimum number of points is 60.

The final control includes the semester control and the certification of the student.

The semester control takes place in the form of a test.

The result of the discipline is the sum of all points obtained during the current control.

During the teaching of the discipline, the following examination measures will be used:

Regular control: practical tasks (5 points), independent individual research task is estimated at 25 points, presentation on topic 11 (10 points).

Semester control: Course credit.

More detailed information on the grading system can be found in the curriculum (flowchart) of the discipline.

RECOMMENDED READINGS

Basic

1. Бутенко Д. С. Вибір системи оподаткування фізичних осіб-підприємців на етапі створення бізнесу / Д. С. Бутенко / Актуальні проблеми розвитку галузевої економіки, менеджменту та логістики: матер. X міжнарод. наук.-практ. internet-конференції з міжнар. участю, 10 листопада 2022 р. – Харків : ФОП Лібуркіна Л. М., 2022. – С. 63-71. – Режим доступу: <http://www.repository.hneu.edu.ua/handle/123456789/28726>.

2. Основи економічної грамотності та підприємництва: навчальний посібник /Алексєєва 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. – Режим доступу: https://lib.iitta.gov.ua/729342/1/3_%D0%9D%D0%B0%D0%B2%D1%87%20%D0%BF%D0%BE%D1%81_%D0%9E%D1%81%D0%BD%D0%BE%D0%B2%D0%B8%20%D0%B5%D0%BA%20%D0%B3%D1%80%D0%B0%D0%BC.pdf.

3. Основи підприємництва: підручник / [Біляк Т.О., Бірюченко С.Ю., Бужимська К.О., та ін.] ; під заг. ред. Н.В. Валінкевич. – Житомир : ЖДТУ, 2019. – 493 с.

4. Підприємництво [Текст] : підручник / С. В. Панченко, В. Л. Дикань, О. В. Шраменко [та ін.]. – Харків : УкрДУЗТ, 2018. – Ч. 1. Теоретичні основи організації підприємницької діяльності. – 241 с.

5. Тимошенко К. В. Креативне підприємництво в Україні: поточний стан та перспективи / К. В. Тимошенко // Ефективна економіка. – 2023. – №5. – Режим доступу: <http://www.repository.hneu.edu.ua/handle/123456789/29728>.

Optional

6. Jinjiang H., Nazari M., Yingqian Z. & Ning, C. (2020). Opportunity-Based Entrepreneurship and Environmental Quality of Sustainable Development: a Resource and Institutional Perspective. *Journal of Cleaner Production*, 120390. doi:10.1016/j.jclepro.2020.120390.

7. Kylliäinen Julia. Idea Validation: Steps and Tools for Testing Your Idea. – Режим доступу: <https://www.viima.com/blog/idea-validation>.

8. Lenarduzzi Valentina, Taibi Davide. MVP Explained: A Systematic Mapping Study on the Definitions of Minimal Viable Product [Електронний ресурс]. – Режим доступу: http://www.valentinalenarduzzi.it/papers/Paper_id7.pdf.

9. Бутенко Д. С. Франчайзинг – форма підприємницької діяльності / Д. С. Бутенко // Управління ресурсним забезпеченням господарської діяльності підприємства реального сектору економіки : матер. VI Всеукр. наук.-практ. інтернет-конф. з міжнар. участю, м. Полтава, 17 лист. 2021 р. : тези допов. – Полтава: НДАУ, 2021. – С. 137-139. – Режим доступу: <http://www.repository.hneu.edu.ua/handle/123456789/26936>.

10. Педько А. Основи підприємництва і бізнес-культура / А. Педько. – Київ : Центр навчальної літератури, 2019. – 168 с.

11. Синицина Г.А., Рачкован О.Д. Основи бізнесу та підприємницької діяльності : конспект лекцій / Г.А. Синицина, О.Д. Рачкован. – Харків : ХДУХТ, 2019. – 93 с.

Information resources on the Internet

12. Сайт ПНС ХНЕУ ім. С. Кузнеця. Методичне забезпечення з навчальної дисципліни «Основи підприємництва». – Режим доступу: <https://pns.hneu.edu.ua/course/view.php?id=4912>.