

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

ЗАТВЕРДЖЕНО
на засіданні кафедри менеджменту та
бізнесу
Протокол № 1 від 25.08.2023 р.



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

Розробники:
к.е.н., доцент

к.е.н., доцент

к.е.н., доцент

Завідувач кафедри
менеджменту та бізнесу

Олександра КАНОВА

Оксана МАЗОРЕНКО

Іванна ПЕРЕРВА

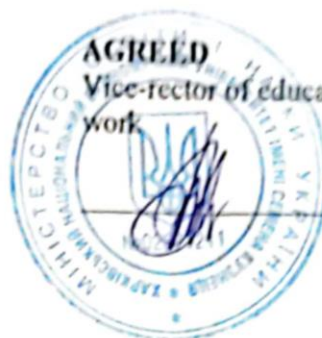
Тетяна ЛЕПЕЙКО

Харків
2023

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



Karina NEMASHKALO

BASICS OF ENTREPRENEURSHIP

Program of the course

Field of knowledge	All
Specialty	All
Study cycle	First (bachelor)
Study Programme	All

Course status	elective
Language	English

Developers:

PhD (Economics), Associate Professor

PhD (Economics), Associate Professor

PhD (Economics), Associate Professor

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Kharkiv
2023

INTRODUCTION

The advancement of entrepreneurship plays a pivotal role in driving the economic advancement of a nation, a factor that holds particular significance for the ongoing recovery of Ukraine's economy. Furthermore, the processes of Euro integration and market expansion heighten the competition faced by domestic enterprises. Hence, it becomes imperative to bolster entrepreneurship and economic development, equip individuals for a competitive business landscape, comprehend innovations and technologies, cultivate essential management and communication skills, and align with the global economy– all while nurturing an entrepreneurial mindset.

The program of studying the course “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 course 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 course 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 course is the theoretical concepts of entrepreneurship, the methodology of entrepreneurship. **The object** is the patterns of entrepreneurial activity in the economic environment.

The learning outcomes and competencies shaped by the course are defined in Table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
Describe the content of the functional areas of an organization's activities	Ability to identify and describe organizational characteristics
Demonstrate organizational design skills	Ability to identify and describe organizational characteristics

Implement management techniques to ensure the effectiveness of the organization	Ability to manage the organization and its divisions through the implementation of management functions
Demonstrate interaction, leadership, and teamwork skills	Ability to develop and demonstrate leadership and behavioral skills
Demonstrate skills in situation analysis and communication in various areas of the organization's activities	Ability to apply theoretical, methodological, organizational and economic approaches to the process of developing, making and implementing management decisions under conditions of uncertainty and to form a set of the most influential risks
Demonstrate the skills of independent work, flexible thinking, openness to new knowledge, being critical and self-critical	Ability to create conditions at the enterprise that promote the emergence and promotion of innovations, understand existing and new technology and its impact on new/future markets
Perform research individually and/or in a group under the guidance of a leader	Ability to create and organize effective communications in the management process
Demonstrate communication, research, technological and cross-cultural skills necessary to analyze business situations, prepare, justify and present management decisions	Ability to determine the prospects for the development of the organization

COURSE CONTENT

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 self-study is given in the table "rating-plan of the COURSE".

The list of practical (seminar) assignments for the course is provided in Table 2.

Table 2

List of practical (seminar) assignments

Title of the topic and/or task	Content
Topic 1. Task 1	Goal setting. Identifying criteria for a successful business
Topic 2. Task 2	Seminar of the successful entrepreneurs.

Topic 3. Task 3	Business game on generating business ideas
Topic 4. Task 4	Choosing the optimal organizational and legal form for a new venture
Topic 4. Task 5	Developing a business model
Topic 5. Task 6	Developing a plan for legal registration of a new company.
Topic 6. Task 7	Calculating costs of a business.
Topic 6. Task 8	Identifying sources of financing for a business.
Topic 7. Task 9	Identifying business stakeholders.
Topic 8. Task 10	Comparing business development strategies.
Topic 8. Task 11	Developing a business plan.
Topic 9. Task 12	Identifying entrepreneurial risks and developing measures on their elimination.
Topic 10. Task 13	Seminar on social impact of an entrepreneurial activity.

List of self-studies for the course is provided in Table 3.

Table 3

List of self-studies

Title of the topic and/or task	Content
Topic 1 – 10	Study of lecture material
Topic 1 – 10	Preparation for practical class
Topic 1 – 2	Preparation for a discussion
Topic 4	Preparing a presentation
Topic 5	Preparing an essay
Topic 6, 10	Preparing to the control work
Topic 10	Preparing a presentation of the individual task

The number of hours for lectures, practical (seminar) classes, and self-study is specified in the working plan (technological map) for the discipline.

TEACHING METHODS

In the process of teaching the course "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.

FORMS AND METHODS OF ASSESSMENT

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

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

– for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of grading.

The final grade in the course is determined:

– for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

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

Current control: competency-oriented tasks (maximum score – 5 points (ten tasks during the semester, total maximum number of points – 50 points)); individual project (maximum score – 15 points); presentations (maximum score – 5 points); written tests (maximum score – 15 points (two tests during the semester, total maximum number of points – 30 points)).

Semester control: Grading.

More detailed information on the assessment system is provided in technological card of the course.

RECOMMENDED LITERATURE

Main

1. Carpenter K. Introduction to entrepreneurship. - Kwantlen Polytechnic University, 2021. URL: <https://open.umn.edu/opentextbooks/textbooks/1111>.

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Additional

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

10. Myronova O. Types of organizational transformations during an enterprise development / O. Myronova, I. Kazmin // Сучасні підходи до креативного управління економічними процесами : матеріали XIV Міжнародної науково-практичної конференції, 13-14 квітня 2023 р. - Київ: НАУ, 2023. – Т. 1. - С. 278-280. URL: <http://www.repository.hneu.edu.ua/handle/123456789/30499>.

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Internet resources

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

17. Платформа «Дія. Бізнес» [Electronic resource]. – Access mode:
<https://business.diia.gov.ua>.

18. Український фонд стартапів [Electronic resource]. – Access mode:
<https://usf.com.ua>.