

Міністерство освіти та науки України
Харківський національний економічний університет імені С. Кузнеця



“ЗАТВЕРДЖУЮ”

Заступник керівника
(проректор з науково-педагогічної роботи)

М.В. Афанасьєв

Управління малим бізнесом

Робоча програма навчальної дисципліни

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

Вид дисципліни
Мова викладання, навчання
та оцінювання

Вибіркова
Англійська

Завідувач кафедри менеджменту,
логістики та економіки

О.М. Ястремська

Харків
ХНЕУ ім. С. Кузнеця
2018

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

“APPROVED”:

Vice-rector of scientific and educational work

_____M.V. Afanasiyev

Management of Small Business

Syllabus

Branch of knowledge **All**
Speciality **All**
Educational level **first (bachelor)**
Educational program **All**

Course type **Elective**
Language of teaching, learning and assessment **English**

Head of management, logistics
and economics department

O.M. Yastremska

APPROVED

at the meeting of Management, Logistics
and Economics Department
Protocol № 1 dated 27.08.2018.

Developer:

Zaslavska K., PhD, Associate Professor of Management, Logistics
and Economics Department

Updates and re-approvals of syllabus

Academic year	Date of the department's meeting	Protocol №	Head of Department signature

1. Introduction

Abstract of the course. The academic discipline "Management of small business" will be useful to future managers, economists, financiers, those who are planning to start their own business.

The main advantages of the course are its practical orientation and developing skills of generating new business, taking into account features of functioning of enterprises of various spheres of activity, legal restrictions and characteristics of the environment. Business games, problem-oriented tasks, case studies, round tables, discussions, presentations etc are actively used within teaching process.

The study of this discipline enables the student:

- to create his own business
- to identify sources and to implement the technology of the entrepreneurial ideas,
- to apply a variety of technology of small business development
- to form relationships with the business environment and the society,
- to develop measures for the protection of small business.

The purpose and main objectives of the course:

The purpose of this discipline is to develop the entrepreneurial skills, to understand the basics of small business activity, the acquisition of skills of the own business creation.

The following main tasks were underlying:

- the mastering of theoretical knowledge and practical skills on procedure of creation, functioning and liquidation of small businesses;
- the justification of use of various sources of funding for small businesses;
- the development of entrepreneurial skills.

The competency:

The study of discipline provides the formation of students' ability to create their own business, taking into account existing constraints and characteristics of the environment.

Year	3	
Semester	5	
ECTS credits	5	
Class work	lectures	32
	workshops	32
Independent work	86	
Final control	credit	

2. Competences and learning outcomes:

Competences	Learning outcomes
Ability to create a new business, taking into account the peculiarities of the functioning of enterprises of different forms of ownership, legislative restrictions and environmental features.	the ability to determine the goals and objectives of enterprises of different forms of ownership and the peculiarities of their functioning
	the ability to determine the sources of formation, analysis of the content of entrepreneurial ideas and the use of technologies and methods for their implementation

	the ability to choose the organizational and legal form and form of ownership of the enterprise reasonably
	Ability to plan and provide measures for the creation, liquidation and suspension of small business enterprises
	Ability to choose sources of business financing taking into account availability and features of the environment
	Ability to choose a system of taxation, accounting and reporting, depending on the conditions of management and activities
	the ability to shape the relationship of small business enterprises with the external environment
	the ability to organize business protection and ensure business secrecy
	the ability to form the organizational culture of business
	the ability to substantiate quantitative and qualitative composition of workers and methods of their motivation
	defining a strategy for the operation of a small business enterprise by choosing how to attract customers

3. Syllabus

Content module 1. Organizational and legal aspects of small business

Topic 1. The concepts and approaches to business. The concept of entrepreneurial activity. Subjects of entrepreneurial activity. Legislative business regulation. Business as a special category. Sole entrepreneurs and business entities: their difference and features of functioning. Internal and external business environment. Goals and participants in the organizations.

Topic 2. Main activities in business. Large, medium and small business. Features of small business enterprises. The role of antitrust law in the development of the economy. Legal and shadow business. The concept of a commercial and non-profit organization. The role of a nonprofit organization in business. Entrepreneurial firm and its kinds. Qualitative and quantitative criteria for the classification of firms. Features of small businesses. State regulation of small business.

Topic 3. Entrepreneurial ideas and methods of their realization. Entrepreneurial idea, its content. Sources of formation of new ideas. Sphere and technology of business decisions. Economic methods of business decisions.

Topic 4. Registration of enterprises of various forms of ownership. Types of enterprises in Ukraine. Features of creating enterprises of various forms of ownership. Requirements for the authorized fund. The order of registration of enterprises in Ukraine. Constituent and registration documents. Reservation of the name of the enterprise.

Requirements for the composition of founders in various organizational forms of enterprises. The cost of registration of legal entities and individuals. Features of registration of joint-stock companies, limited liability companies, private enterprises. Making changes to the constituent documents.

Topic 5. Licensing of entrepreneurial activity. The concept of licensing. Types of activities subject to licensing. Legislative licensing regulation. The procedure for obtaining a license. The cost of licenses for various types of economic activity. Features of licensing gambling business, production of alcohol and tobacco products, communications.

Topic 6. The concept of patenting. Features and procedure for acquiring a trade patent. Continuation of the patent and the order of its cancellation. Short-term patent. The cost of patents by type of activity.

Topic 7. Entrepreneurship in trading activities. Features of trading activity. Types of outlets. Shops. Supermarkets, hypermarkets. Requirements for entrepreneurs who engage in trading activities.

Topic 8. The order of liquidation of the enterprise and suspension of activity. Elimination of enterprises and suspension of activities. Procedure for liquidation of enterprises: according to the requirements of the founders, by a court decision. Cost of liquidation of enterprises. Bankruptcy. Relations with supervisory and supervisory bodies at liquidation process.

Content module 2. Small business financing, staffing and small business security

Topic 9. Sources of financing of small businesses. Own, borrowed and attracted sources of small business financing. Lending to enterprises of various forms of ownership. Types of loans. Bank lending. Principles and terms of lending. Requirements for the documents necessary for obtaining a loan. Cost of attracted and borrowed funds. Features of security. Business financing at the expense of own funds. Venture financing: the essence, features and the ability to receive.

Topic 10. Taxation, accounting and reporting in small business enterprises. General and simplified taxation system, accounting and reporting of entrepreneurial activity. Features for legal entities of various forms of ownership and individuals. Single tax for legal entities and individuals. The order and forms of keeping records at enterprises. Types of taxes. Forms of reporting and reporting procedures. Penalties.

Topic 11. Supervisory and supervisory bodies. The external environment of the business. Supervisory bodies. Supervisory authorities. Mutual relations with the tax administration, funds. Sanitary and epidemiological control. Environmental monitoring. Carrying out inspections. Power structures, authorities and local self-government, their powers.

Topic 12. Franchising. The concept of franchising. Franchisor and franchisee. Types of franchises. Positive and negative aspects of franchising for the franchisor and franchisee. Franchise payments. Franchise contract.

Topic 13. Business Risks. Types of risks. Types and features of economic, political, commercial, investment and industrial risks in small business. Ways to reduce business risks.

The role and types of insurance. Franchising and leasing as ways to reduce risks.

Topic 14. Business protection and business secrets. Internal and external fraud. Internal and external business security assurance. Fighting unfair competition. Safety laws. Organization of the security system.

The concept of business secrets. Subject and objects of commercial secrets. Legislative settlement. Accounting in contractual relations. The procedure for its disclosure and supervision of compliance. Responsibility for disclosure of secrets.

Topic 15. Business ethics and culture in business. Business culture in small business. Business ethics. Ethical criteria for a civilized business. The concept of business and professional ethics. Formation and development of a culture of entrepreneurial activity. Basic rules of business communication. The quality of the entrepreneur: innate and developing through training and regular training. Methods of development of business qualities.

Topic 16. Formation of the team, personnel policy of the enterprise. Personnel component of small business. Motivation of the personnel. The concept of the team. Personnel selection. Business activity of employees. The climate is in the collective. Peculiarities of the distribution of powers. Changes and reaction to them. Ways to make changes to the organization. Personnel policy and its influence on the general result of business.

Topic 17. PR and small business promotion. Advertising in small business. Attracting customers. Types of advertising. Advertising media: features, advantages and disadvantages. The effectiveness of advertising. Advertising products. Brands Public relations. The meaning of PR in business. Features of PR for various enterprises and business conditions.

4. Evaluation procedure of training results

The evaluation system takes into account the types of students' activities, which according to the curriculum include lectures and workshops as well as independent work. Evaluation procedure of the students' competencies is carried out on using a 100-point accumulation system. According to S. Kuznets HNUe Temporary Regulations "About the Evaluation Procedure of Training Results of Students according to the Accumulative Rating System", evaluation procedure include:

current semester control is carried out during lectures and workshops according to the curriculum schedule. It's estimated by amount of points received (maximum – 100 points; minimum amount points for passing – 60 points).

The evaluation procedure of training results is carried out according to such criteria:

understanding, assimilation level of the theory and methodology of problems, actual material of the discipline; familiarization level on the recommended literature, as well as the modern literature on the actual issues; the ability to combine theory with practice in simulated production situations, in decision-making situations, during solving tasks process, performing calculations for individual tasks and workshops submitted for consideration in an audience; logic, structure, style of presentation of written works and speeches, ability to substantiate their own position, to generalize information and to draw conclusions; the arithmetic correctness of the individual and complex task; the ability to conduct a critical and independent assessment of problem issues; the ability to explain alternatives and defend their own position, their own point of view on problem issues.

General criteria for evaluation procedure for independent work: the depth and strength of knowledge, the ability to systematize knowledge on specific topics, the ability to make informed conclusions, the understanding of the categorical apparatus, the ability to use skills and techniques to perform practical tasks, the ability to find the necessary information, to systematize it and make processing procedure, self-realization at workshops.

Final control carried out on the basis of current semester control.

A student is certified if the sum of the points earned on the results of the final / semester control is equal to or exceeds 60. The result in points is entered in the "Transcript of Records" for the academic discipline.

Points for week

Themes		Lectures	Workshops	Presentations	Tasks by topics	Esseys	Cases	Homeworks	Express-test	Written test	Total
Topic 1	1 week	1	1								2
Topic 2	2 week	1	1		2	2					6
Topic 3	3 week	1	1	5							7
Topic 4	4 week	1	1								2
Topic 5	5 week	1	1								2
Topic 6	6 week	1	1						2		4
Topic 7	7 week	1	1			2					4
Topic 8	8 week	1	1							10	12
Topic 9	9 week	1	1		2			5			9
Topic 10	10 week	1	1						2		4
Topic 11	11 week	1	1					5			7
Topic 12	12 week	1	1			2					4
Topic 13	13 week	1	1			2	3				7
Topic 14											
Topic 15	14 week	1	1				3		2		7
Topic 16	15 week	1	1	5	4						11
Topic 17	16 week	1	1							10	12
Total		16	16	10	8	8	6	10	6	20	100

Evaluation Scale: national and ECTS

The amount of points for all types of educational activities	ECTS Score Scale	National Score Scale	
		for exam, course project (work), internship	credit
90 – 100	A	excellent	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D		
60 – 63	E	satisfactorily	not credited
35 – 59	FX	unsatisfactorily	
1 – 34	F		

5. Literature

Basic

1. Добрава Н.В. Основи бізнесу: навчальний посібник / Добрава Н.В., Осипова М.М. – Одеса: Бондаренко М. О., 2018. – 305 с.
2. Заславська К.А. Менеджмент підприємств малого бізнесу. Навчальний посібник / К. А. Заславська. – Харків: Вид. ХНЕУ, 2011. – 200 с.
3. Зубок М. І. Економічна безпека суб'єктів підприємництва: навч. посіб. / М.І. Зубок, В.С. Рубцов, С.М. Яременко та ін. – К., 2012 – 226 с.
4. Податковий кодекс України: Кодекс від 02.12.2010 № 2755-VI// Відомості Верховної Ради України (ВВР), 2011, № 13-14, № 15-16, № 17, ст.112
5. Тайсон Э. Малый бизнес для "чайников" / Э. Тайсон, Д. Шелл. 2-е изд. К. : Диалектика-Вильямс. – 2007. – 320 с.

Additional

6. Агаркова Л. Свой бизнес: с чего начать, как преуспеть + антикризисный блок / Л. Агаркова. – СПб.: Питер, 2009. – 352 с.
7. Высоцкий А. Малый бизнес. Большая игра: Стандарты управления малым и средним бизнесом / А. Высоцкий. – К.: Visotsky Consulting Inc, 2014. – 210 с.
8. Гербер М. Мастерство предпринимательства: 7 стратегических направлений развития своего бизнеса / М. Гербер. – К.: Диалектика-Вильямс, 2008. – 448 с.
9. Краус К.М. Управління маркетингом малого бізнесу: концепції, доміанти розвитку: Монографія.-Дивосвіт, 2013.-164с.
10. Трансфер технологій та малі і середні підприємства / Збірник матеріалів Круглого столу. – Київ: Державне агентство з питань науки, інновацій та інформатизації України, 2012. – 69 с

Internet resources

11. Бізнес від А до Я / Як розпочати власну справу. – Режим доступу: www.vlasnasprava.info
12. Господарський кодекс України / Сайт Верховної Ради України [Електронний ресурс] – Режим доступу: <http://zakon2.rada.gov.ua/laws/show/436-15>
13. Інтернет-портал для управлінців. – Режим доступу: www.management.com.ua
14. Портал малого бізнесу. – Режим доступу: www.smallbiz.com
15. Про державну реєстрацію юридичних осіб, фізичних осіб - підприємців та громадських формувань: Закон України від 15 травня 2003 року [Електронний ресурс]. – Режим доступу : <http://zakon3.rada.gov.ua/laws/show/755-15>.
16. Про ліцензування видів господарської діяльності: Закон України від 02.03.2015 № 222-VIII [Електронний ресурс]. – Режим доступу : <http://zakon3.rada.gov.ua/laws/show/222-19>.
17. Про розвиток та державну підтримку малого і середнього підприємництва в Україні : Закон України від 22.03.2012 № 4618 [Електронний ресурс]. – Режим доступу : <http://zakon2.rada.gov.ua/laws/show/ru/4618-17>.
18. Усик В. І. Розвиток поняття «Сектор малого та середнього бізнесу» в Україні та ЄС / В. І. Усик [Електронний ресурс] – Режим доступу: http://www.nbuv.gov.ua/portal/Soc_Gum/APE/2009_4/153-158.pdf
19. Франчайзинг в Украине. – Режим доступа: <http://franchise.ua>
20. Як відкрити та розпочати почати свій бізнес із нуля за 30 днів. – Режим доступу: <https://lemarbet.com/ua/biznes-v-ukraine/kak-otkryt-i-nachat-svoj-biznes-s-nulya-za-30-dnej>