

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



"APPROVED"
Vice-Rector for Educational and Methodical
Work

NEMASHKALO

Management of Small Business
Syllabus of the academic discipline

Field of knowledge all
Speciality all
Educational cycle first (bachelor)
Educational program all

Course type
Language of teaching, learning and assessment

Elective
English

Head of Entrepreneurship
and Hotel & Restaurant business Department

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Kharkiv
2021

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ ІМЕНІ
СЕМЕНА КУЗНЕЦЯ



ПРИ ВЕРДЖУЮ"
Проект навчально-методичної
роботи

Немашкало

Менеджмент малого бізнесу
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
підприємництва і готельно-ресторанного бізнесу

Марина САЛУН

Харків
2021

APPROVED

at the meeting of the Entrepreneurship and Hotel& Restaurant business Department
Protocol № 3 dated 29.10.2021.

Developer:

Zaslavska K., PhD, Associate Professor of Entrepreneurial and Trade Department

Updates and re-approvals of syllabus

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

Introduction

Abstract. 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, considering 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, considering existing constraints and characteristics of the environment.

Year	2
Semester	4
ECTS credits	5
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 trade activities. Features of trading activity. Types of outlets. Shops. Supermarkets, hypermarkets. Requirements for entrepreneurs who engage in trading activities.

Topic 8. 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. 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. Supervision 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. 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. 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 16. 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.

The list of workshops, as well as questions and tasks for independent work is given in the table "Rating-plan of the discipline".

Teaching and learning methods

Teaching the discipline involves the use of such teaching methods as Explanatory-illustrative method, Problem statement method, Heuristic method and modern educational technologies, such as Lectures of a problematic nature (Themes 2, 13 15), Mini-lectures (Themes 10,12), Work in small groups (Themes 1-15), Presentations (Themes 6, 7, 9, 10, 11, 12), brainstorming (Themes 1,3), cases (Themes 4, 14), game situations (Themes 4, 15).

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. Evaluation procedure includes 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, – 60 points).

Assessment of knowledge during monitoring includes the following:

active work in a lecture provides 1 point for each lecture lesson and provides for participation in discussions in the audience, the ability to substantiate one's position on issues (16 points);

active work in a practical lesson the protection of the results of task performance provides 1 point for each practical lesson and provides for participation in discussion and research in the process of performing individual tasks and tasks submitted for consideration in the classroom (16 points);

current tests on subjects of the discipline are carried out according to the options posted on the website of personal training systems of Simon Kuznets KhNUE and are estimated at a maximum of 10 points (20 points); brainstorming – 4 points for each (8 points); competence-oriented tasks provide 15 points; completing the assignment for independent work and presentation of its results provides 5 points for the assignment (10 points); the group competence-oriented assignment in form of trainings, cases, game situations is estimated at a maximum of 5 points each (15 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.

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		

Rating-plan of the discipline

Theme	Forms and types of education	Evaluation	Max point	
Topic 1	Classroom work			
	Lecture	The concepts and approaches to business	discussion activity	
	Workshop	Discussion: "Content and approaches to business" Brainstorming: "Goal settings for business organization stakeholders"	group work	5
	Independent work			
	Preparation for classes	Theoretical material review, literature review		

Topic 2	Classroom work			
	Lecture	Main activities in business. Business stakeholders.	discussion activity	
	Workshop	Task: "Qualitative and quantitative criteria of classification of business entities" Discussion: "State support of small business. Different countries case-studies"	group work	5
	Independent work			
	Preparation for classes	Preparation to workshop	individual survey	5
Topic 3	Classroom work			
	Lecture	Entrepreneurial ideas and methods of their realization	discussion activity	
	Workshop	Brainstorming on entrepreneur ideas defining and validation.	group work	5
	Independent work			
	Preparation to classes	Preparation to workshop		
Topic 4	Classroom work			
	Lecture	Registration of enterprises of various forms of ownership	discussion activity	
	Workshop	Game situation on registration of own business. Case: "Legal address change" Presentation of own business ideas.	group work, case presentation	5
	Independent work			
	Preparation for classes	Preparation to workshop		
Topic 5	Classroom work			
	Lecture	Licensing of entrepreneurial activity	discussion activity	
	Workshop	Discussion on licensing of entrepreneurial activity	group work	5
	Independent work			
	Preparation for classes	Preparation to workshop		
Topic 6	Classroom work			
	Lecture	The concept of patenting	discussion activity	
	Workshop	Defining costs of registration considering fees for licensing and patenting of business activity	group work	5
	Independent work			
	Preparation for classes	Preparation to workshop		
Topic 7	Classroom work			
	Lecture	Entrepreneurship in trade activities	discussion activity	
	Workshop	Discussion on specific of trade activity and internal and external limitations Business model Canvas.	group work	5
	Independent work			
	Preparation for classes	Preparation to workshop		
Topic 8	Classroom work			
	Lecture	Liquidation of the enterprise and suspension of activity	discussion activity	

	Workshop	Current test Theme 1-3	individual testing	10
	Independent work			
	Preparation for classes	Preparation to workshop	Individual survey	
Topic 9	Classroom work			
	Lecture	Sources of financing of small businesses	discussion activity	
	Workshop	Small groups discussion: "Search of sources of small business financing" Specific of different spheres financing in small business	group work	5
	Independent work			
	Preparation for classes	Preparation to workshop	individual survey	
Topic 10	Classroom work			
	Lecture	Taxation, accounting and reporting in small business Mini-lecture: "Specifics of sole entrepreneurs taxation"	discussion activity	
	Workshop	Task: Taxation and accounting of own business.	group work, presentation	5
	Independent work			
	Preparation for classes	Preparation to workshop		
Topic 11	Classroom work			
	Lecture	Supervision and supervisory bodies	discussion activity	
	Workshop	Discussion: "Interaction with supervisory bodies for small business. Model of behavior within control and supervision"	group work	5
	Independent work			
	Preparation for classes	Preparation to workshop		
Topic 12	Classroom work			
	Lecture	Franchising. Mini-lecture: "Ways of growth for small business"	discussion activity	
	Workshop	Presentation on franchising in Ukraine and worldwide.	presentation	5
	Independent work			
	Preparation for classes	Preparation to workshop	individual survey	5
Topic 13	Classroom work			
	Lecture	Business Risks	discussion activity	
	Workshop	Task: Risk matrix and mitigation for small business	group work	5
	Independent work			
	Preparation for classes	Preparation to workshop		
Topic 14	Classroom work			
	Lecture	Business protection and business secrets	discussion activity	
	Workshop	Case: Business confidentiality and secrets. Discussion: Information security in small business	group work	5
	Independent work			

	Preparation for classes	Theoretical material review, preparation to workshop		
Topic 15	Classroom work			
	Lecture	Formation of the team, personnel policy of the enterprise	discussion activity	
	Workshop	Game situation: "Entrepreneur skills" Training: "Teambuilding tools in small business"	group work	5
	Independent work			
	Preparation for classes	Preparation to workshop		
Topic 16	Classroom work			
	Lecture	PR and small business promotion	discussion activity	
	Workshop	Current test Theme 3-5 Task: "Clients' attraction in small business"	individual testing	10
	Independent work			
	Preparation for classes	Theoretical material review		

Recommended literature

Basic

1. Менеджмент: формування компетентностей на основі тренінгів: навчально-практичний посібник / В. М. Гриньова, М. І. Пасько, К. А. Заславська, О. О. Петренко, К. О. Яндолла. - Х. : ХНЕУ ім. С. Кузнеця, 2015. – 172 с.
2. Самоменеджмент : навчальний посібник / Г. З. Леськів, Г. Я. Левків, М. М. Бліхар, В. В. Гобела, О. П. Подра, Г. В. Коваль. - Львів: Львівський державний університет внутрішніх справ, 2021. - 280 с.
3. Тайм-менеджмент. Полный курс: Учебное пособие. / Г.А. Архангельский, М.А. Лукашенко, М.В. Телегина: Под ред. Г.А. Архангельского. – М.: Альпина Паблишер, 2018. – 311 с.

Additional

4. Allen D. Getting Things Done: The Art of Stress-Free Productivity. / Penguin Books, 2015. – 325 p.
5. Архангельский Г. Корпоративный тайм-менеджмент: Энциклопедия решений / Г. А. Архангельский. – М. : Альпина Бизнес Букс, 2008. – 160 с.
6. Архангельский Г. Тайм-драйв: как успевать жить и работать. / Г. Архангельский . – М. : Манн, Иванов и Фербер, 2009. – 218 с.
7. Зерацки Д., Кнапп Д. Найди время. Как фокусироваться на Главном. / Д. Зерацки, Д. Кнапп. - Альпина Паблишер, 2019. – 312с.
8. Кови С. 7 навыков высокоэффективных людей. Мощные инструменты развития личности / Стивен Кови. – К. : Альпіна Україна, 2017. – 396 с.
9. Мак-Кормак М. Достижение результатов дня "чайников": Пер. с англ. / М. Мак-Кормак. – М. : Издательский дом "Вильямс", 2005. – 224 с.
10. Трейси Б. Результативный тайм-менеджмент: Эффективная методика управления собственным временем / Б. Трейси. – М. : Смартбук, 2007. – 79 с.
11. Tracey V. Eat That Frog!: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time. / Berrett-Koehler Publishers, 2017. – 144 p.
12. Headlee S. Do Nothing. Break Away from Overworking, Overdoing and Underliving./ Little Brown Book Group, 2021. – 288 p.

Internet resources

12. Time Management Manual (2010). – Accessed at: http://www.benchmarkinstitute.org/t_by_t/time_management_manual.pdf
13. Школа тайм-менеджмента Алексея Капусты. – Режим доступа: <http://www.60minut.info/>.
14. Тайм-менеджмент та мотивація себе та інших. – Режим доступу: <http://www.superidea.ru/intel/timm.htm>.
15. Сайт з різних аспектів менеджменту. – Режим доступу: <http://www.management.com.ua>.
16. Безплатні стратегії та тактики тайм-менеджменту. – Режим доступу: <http://www.timemanagement.com>.
17. Прогресивний менеджмент. – Режим доступа: <http://www.progressive-management.com.ua/glossary-management/139-time-management-upravlenie-vremenem>.
18. Сайт з розвитку особистих якостей для кар'єри. – Режим доступа: <http://www.mindtools.com/>.
19. Гід з тайм-менеджменту. – Режим доступа: <http://www.time-management-guide.com/>