

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 НЕМАШКАЛЮ

БІЗНЕС-ПІДПРИЄМНИЦТВО

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., ст. викладач

Завідувач кафедри
менеджменту та бізнесу

Олександра КАНОВА

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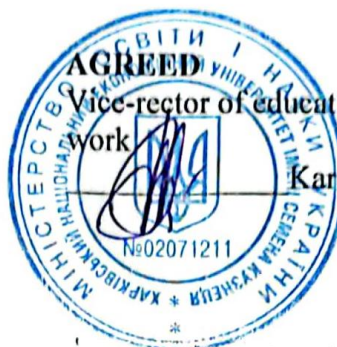
Тетяна ЛЕПЕЙКО

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

BUSINESS 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),
Senior Lecturer

Oleksandra KANOVA

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Kateryna LOHINOVA

Head of Management and Business Department

Tetyana LEPEYKO

Kharkiv
2023

INTRODUCTION

The development of entrepreneurship is a key factor in the economic progress of a state, which is currently crucial for the recovery of Ukraine's economy. Additionally, the Euro integration processes and market expansion intensify competition for domestic enterprises. Therefore, it is important to support entrepreneurship and economic growth, prepare for a competitive business environment, understand innovations and technologies, develop key management and communication skills, and adapt to the global economy while fostering entrepreneurial thinking.

The curriculum of the course "Business entrepreneurship" is designed in accordance with the educational program for bachelor's preparation. It belongs to the cycle of selective disciplines with an entrepreneurial focus.

The purpose of the course is to shape students' competencies for a conceptual understanding of the fundamentals of various types of enterprises' functioning, acquire skills for starting a new business, and enhance efficiency in business management under market conditions.

The objectives of the course are:

- development of essential skills crucial for successful entrepreneurial activities;
- study of peculiarities of entrepreneurial activities in modern conditions;
- examination of organizational foundations of entrepreneurial activities;
- acquisition of theoretical knowledge regarding legislative regulation of creating and organizing entrepreneurial activities;
- selection of organizational and legal forms of enterprises;
- study of the taxation system of entrepreneurial activities;
- examination of the specifics of developing a business plan.
- mastery of the basic principles and rules of regulating entrepreneurial activities in modern conditions;
- study of the peculiarities of developing a business model.

The subject of the discipline includes theoretical concepts of entrepreneurship and the methodology of entrepreneurial activity. The object is the patterns of entrepreneurial activity in the economic environment.

The learning outcomes and competencies formed 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. Theoretical aspects of entrepreneurship

Topic 1: Essence of entrepreneurship

1. Concept of entrepreneurial activity.
2. Classification of entrepreneurship.
3. Process of entrepreneurial activity.
4. Role of business entrepreneurship.

Topic 2: Characteristics of an entrepreneur

1. Definition of an entrepreneur.
2. Key qualities of a successful entrepreneur.
3. Classification of entrepreneurs.

Content module 2. Applied aspects of entrepreneurship

Topic 3: Entrepreneurial ideas and business opportunities

1. Essence of a business idea, its components.
2. Methods of generating business ideas.
3. Concept of business opportunities.
4. Approaches to identifying business opportunities.
5. Evaluation of business opportunities.
6. Protection of entrepreneurial ideas; intellectual property.

Topic 4: Business model

1. Concept of a business model, its key components.

2. Classification of business models.
3. Development of a business model.

Topic 5: Organization of entrepreneurial activity

1. Enterprise as a participant in market relations.
2. Organizational and legal forms of enterprises.
3. Taxation of entrepreneurial activity.
4. Registration of entrepreneurial activity in Ukraine.

Topic 6: Business financing

1. Sources of business financing.
2. Attracting investors.
3. Pitching business projects.

Topic 7: Entrepreneurial risks

1. Essence of risks in entrepreneurial activity.
2. Types of entrepreneurial risks.
3. Methods of risk minimization.

Topic 8: Social and ethical aspects of entrepreneurship

1. Business ethics and social responsibility of business.
2. Cultural diversity in entrepreneurship.
3. Entrepreneur's reputation.

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

Table 2

List of practical (seminar) studies

Title of the topic and/or task	Content
Topic 1. Task 1	Setting goals. Defining criteria for successful business.
Topic 2. Task 2	Successful entrepreneurs.
Topic 3. Task 3	Generating business ideas.
Topic 4. Task 4	Developing a business model.
Topic 5. Task 5	Creating a plan for registering a new enterprise.
Topic 6. Task 6	Conducting a business project pitch.
Topic 7. Task 7	Developing measures to minimize risks.
Topic 8. Task 8	Entrepreneur's reputation tools.

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

Table 3

List of self-study

Title of the topic and/or task	Content
Topic 1 – 8	Studying lecture material

Topic 1 – 8	Preparing for a practical session
Topic 1 – 4	Preparing a presentation
Topic 5, 8	Preparing for a written test
Topic 8	Preparing a presentation for an individual project

The number of hours for lectures, practical (seminar) classes, and self-study is specified in the technological card for the course.

TEACHING METHODS

During the teaching process of the course to achieve specified learning outcomes and activate the educational process, the application of teaching methods is envisaged, such as: discussions (topics 1-8), presentations (topics 1-4), group work (topics 1-8), simulation of professional situations (topics 5, 6), case studies (topics 8), and individual projects (topics 1-8).

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 (eight tasks during the semester, total maximum number of points – 40 points)); individual project (maximum score – 20 points); presentations (maximum score – 5 points (four presentations during the semester, total maximum number of points – 20 points)); written tests (maximum score – 10 points (two tests during the semester, total maximum number of points – 20 points)).

Semester control: Grading.

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

RECOMMENDED LITERATURE

Main

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