

**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 № __ of __. __.20__

AGREED

Vice-rector for educational and methodical
work

_____Karina NEMASHKALO

**IT-entrepreneurship
Program of the course**

Field of knowledge	All
Specialty	All
Specialization	-
Study cycle	first (bachelor)
Study programme	All

Course status	mandatory / elective
Language	English

Developers:		
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**Kharkiv
2023**

INTRODUCTION

The program of studying the course “IT entrepreneurship” is compiled according to the study programme of preparation of bachelors. The course “IT entrepreneurship” belongs to the cycle of elective educational units of bachelor’s training.

In the process of learning, students acquire the necessary knowledge during lectures, perform tasks related to the practical application of the acquired knowledge. The study of the theoretical provisions of the course “IT entrepreneurship” requires their consolidation with the help of practical classes, and this constitutes a significant part of the discipline.

The purpose of the course “IT entrepreneurship” is formation of competencies in students of higher education for conceptual understanding the foundations for functioning of enterprises of different ownerships in the IT industry, acquiring skills of creating your own business justification, and improving the efficiency of business management in market conditions.

The objectives of the course are:

- studying of the organizational foundations of entrepreneurial activity;
- mastering the basic principles and rules of business regulation in modern conditions;
- development of the skills of justifying the choice of the most attractive areas of entrepreneurship in different conditions;
- acquisition of theoretical knowledge regarding the legislative regulation of the creation and organization of enterprise activities;
- choosing the organizational and legal form of the enterprise, conducting one’s own business;
- studying of systems of taxation of entrepreneurial activities of natural persons;
- studying the features of developing a business plan;
- studying of the peculiarities of the organization of entrepreneurial activity by natural persons.

The object of the course is the process of entrepreneurial activity management in order to understand the basics of functioning of enterprises of various forms of ownership in the IT industry.

The subject of the course is the theoretical concepts of entrepreneurship, the methodology of IT entrepreneurship.

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
Knowledge and understanding of the peculiarities of doing business, content of entrepreneurship.	Ability to highlight peculiarities of the entrepreneurship in the current conditions of the Ukrainian market.
Knowledge and understanding of the differences between types of entrepreneurial activity.	Ability to choose the types of entrepreneurial activities in solving organizational and managerial tasks.
Skills to organize business taking into account peculiarities of IT sector.	Ability to organize own business activities in the modern IT sector.
Knowledge and understanding of the Ukrainian accounting and tax legislation.	Ability to carry out the selection of necessary information according to the Ukrainian accounting and tax legislation.
Knowledge and understanding of the evaluating activities methodology.	Ability to determine the main financial performance of the enterprise and evaluate their dynamics.
Knowledge and understanding of the essence of business planning. Skills in developing a business plan and business model.	Ability to develop a business plan and formulate a business model.

LO – PH (результати навчання)

GC – 3K (загальні компетентності)

SC – СК (спеціальні компетентності)

The course is not aimed at obtaining a professional qualification.

OR

The course is aimed at obtaining a professional qualification in accordance with the Professional Standard “_____”.
(specify the title).

Job functions, competencies, knowledge, skills, communication, responsibility and autonomy are given in Table 1A.

Table 1A

Job functions, competencies, knowledge, skills, communication, responsibility and autonomy

Job functions	Competencies	Knowledge	Skills	Communication	Responsibility and autonomy
A1*	GC2*		T1 (1.2), T3 (3.3)	T1 (1.1), T3 (3.1)	
B2*	SC3*	T5 (5.3), T8 (8.4)	T5 (5.3), T8 (8.4, 8.5)	T5 (5.1), T8 (8.3)	T5 (5.1), T8 (8.3)

where, J1. Search and collection of information

A1. Ability to search, study, and collect data.

B2. Analysis and processing of information.

GC 2. Ability to search, study, and collect data.

SC 3. Ability to use artificial intelligence technologies.

*Codes of job functions and competencies must comply with the professional standard.

COURSE CONTENT

Content module 1: Organizational and legal aspects of entrepreneurship.

Topic 1: The essence of entrepreneurship. The key types of the entrepreneurial activity.

1.1. The concept of entrepreneurship.

The environment of the enterprise. Internal and external environment of the enterprise. Entrepreneur and his business qualities. Components of entrepreneurial talent.

1.2. Classification of entrepreneurship.

Classification of enterprises. Features of entrepreneurship in modern business.

1.3. The role of IT entrepreneurship.

Features of business development in the information economy. IT-entrepreneurship and its role.

Topic 2. Entrepreneurial ideas and methods of their implementation.

2.1. Entrepreneurial ideas.

The concept of “entrepreneurial idea”, its meaning. Sources of formation of new ideas.

2.2. Methods of forming ideas.

Methods of generating entrepreneurial ideas and calculating their success. The scope of business decisions and technology. Economic methods of making business decisions.

The main steps of preparation for entrepreneurial activity.

Topic 3. Registration of enterprises of various forms of ownership and organization of production of goods and services

3.1. Business and entrepreneurship, types of business.

Types of enterprises in Ukraine. Requirements for the authorised capital. State regulation of entrepreneurship. The procedure for registering enterprises in Ukraine. Constituent and registration documents. Booking a company name. Requirements for founders in different organisational forms of enterprises.

3.2. Legal registration of a new business.

Peculiarities of establishing enterprises of different forms of ownership. Cost of registration of legal entities and individuals. Peculiarities of registration of joint stock companies, limited liability companies, private enterprises, limited liability partnerships, etc. Amendments to constituent documents. Rights, duties and

responsibilities of an entrepreneur. Small and medium-sized businesses in the modern economy. Production costs and cost of production. The profit. The rate of profit. Price of goods. Methods of pricing.

Topic 4. Sources of financing of entrepreneurial activity.

4.1 Financing of starting a small business.

Own, borrowed and attracted sources of financing of entrepreneurial activity. Lending to enterprises of different forms of ownership. Types of loans. Bank lending. Principles and conditions of lending. Requirements for documents necessary to obtain a loan.

4.2 Obtaining financing and capital growth.

The cost of borrowed funds. Security features. Business financing at your own expense. Equipment lease as an alternative to a loan. Venture capital financing: essence, features and opportunities. Pitching of IT projects.

Topic 5. Basics of accounting and taxes. Franchising.

5.1. Accounting of income of individual entrepreneurs.

General and simplified taxation system, accounting and reporting on business activities. Accounting of income of individual entrepreneurs and legal entities of various forms of ownership. Single tax for legal entities and individuals. Peculiarities of accounting and reporting for legal entities and individuals.

5.2. Taxation of entrepreneurial activity.

Procedure and forms of accounting at enterprises. Types of taxes. Tax benefits in various fields of activity. Penalties and fines. Control and supervision authorities, types of inspections. Features of taxation in the IT industry.

5.3. Franchising.

The essence, types and principles of franchise. Advantages and disadvantages of using a franchise. The process of assessing franchise opportunities and buying a franchise.

Content module 2: Peculiarities of doing business in the IT industry.

Topic 6. General characteristics of IT entrepreneurship and types of technical business.

6.1. Basic concepts.

Structure and trends in demand for IT products and services. Key consumers and suppliers of IT products and services. Market dynamics. Mergers and acquisitions. IT supply chains and their participants. Suppliers and their partners. Alliances and partnerships of companies. Franchises.

6.2. Ownership structure in the IT business.

The main organisational forms of IT business. IT innovations and start-ups. The role of investors. The main activities of startups. The main types of IT business.

Topic 7. Business models for the IT industry.

7.1. The concept of a business model, its key components.

The essence of the business model. Definition of a business model. Structure of the business model.

7.2. Classification of business models.

E-business models. The concept of e-business. Categories of Internet business. Approaches to doing business in the IT industry. Development of a business model.

Topic 8: Business planning.

8.1. The essence and purpose of business planning.

Content and structure of the business plan.

8.2. Types of business plans.

Elements of a business plan. Tips for business planning. Presentation of a business plan: pitching.

Topic 9. E-business as an environment of entrepreneurial activity.

9.1. The essence of e-business.

The concept of e-business. Problems of organizing business processes in the Internet environment.

9.2. Use of e-commerce models.

Principles of integration of real sector enterprises into the information economy. Requirements for a manager in e-business.

Topic 10. Marketing of IT projects and peculiarities of Internet business evaluation

10.1. The concept of marketing in the IT environment.

Place and role of marketing in an IT company. Key business models in IT and their marketing needs.

10.2. Marketing communications on the Internet.

Features of marketing communications on the Internet. Website as the basis of Internet communications. Internet advertising. Planning an advertising campaign.

10.3. Evaluation of project performance by financial results.

Evaluation of quantitative and qualitative business indicators. Intellectual property and its valuation.

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

The list of practical (seminar)) / laboratory studies

Name of the topic and/or task	Content
Topic 1 Task 1	Determination of the relevant criteria of an entrepreneur and a successful business.
Topic 2 Task 2	Seminar class on the topic “Stories of enterprising entrepreneurs”.
Topic 2 Task 3	Business game “Features of generating business ideas and determining their effectiveness”.
Topic 3 Task 4	Selection of optimal organizational and legal structures for various types of enterprises.
Topic 3 Task 5	Estimating the costs of the enterprise and forming the price of the product/service.
Topic 4 Task 6	Peculiarities of calculating and using an overdraft loan
Topic 5 Task 7 and 8	Solving the problem of choosing a company for franchising.
Topic 6 Task 9	Seminar class: “Trends of the IT industry: “hot” and “dead”

	areas”.
Topic 7 Task 10	Carrying out tasks related to Internet business and considering electronic business models.
Topic 8 Task 11	Completing tasks related to compilation and reporting at an IT company.
Topic 9 Task 12	Solving practical tasks regarding the choice of e-commerce models, e-commerce organization.
Topic 9 Task 13	Problems of organizing business processes in the Internet environment. Using e-commerce models.
Topic 10 Task 14 and 15	Assessment of the effectiveness of projects based on financial results. Assessment of quantitative and qualitative indicators of business. Intellectual property and its evaluation.

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1-10	Search, selection and review of literature on a given topic
Topic 1-10	Preparation for the Express test
Topic 1-10	Preparation for practical classes
Topic 1-10	Performing an individual task (presentation)
Topic 1-10	Preparing for the final test

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

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture-discussion (Topic 1–10), small group work (Topic 2, Topic 5, Topic 7–10).

Visual (demonstration (Topic 1–10)).

Practical (practical work (Topic 1–10), group works (Topic 2, Topic 5, Topic 7–10), case studies (Topic 2, Topic 6).

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, laboratory and 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.
- for courses with a form of semester control as an

exam: maximum amount is 60 points; minimum amount required is 35 points.

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

The final control includes current control and an exam.

Semester control is carried out in the form of a semester exam or 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.

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

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

Current control: express tests (estimated at 5 points (two express tests during the semester – the total maximum number of points – 10)); competence-oriented tasks on topics (maximum score – 10 points (two competence-oriented tasks during the semester, total maximum number of points – 20)); presentation (maximum score – 5 points (three presentations during the semester, total maximum number of points – 15 points)); presentation of an individual task (project) (maximum score – 25 points); final control work (maximum score – 30 points).

Semester control: Grading / Grading including Exam (40 points).

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

An example of an exam card and assessment criteria.

RECOMMENDED LITERATURE

Main

1. Карпюк Г. І. Основи підприємництва: навчальний посібник для здобувачів професійної (професійно-технічної) освіти. URL: <https://mon.gov.ua/storage/app/media/pto/2021/04/19/Osnovy%20pidpryyemnytstva.pdf> (Дата звернення: 06.11.23).

Additional

2. Алексеева С. В. Основи економічної грамотності та підприємництва: навчальний посібник /Алексеева 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.

3. Бутенко Д. С. Пошук шляхів розвитку підприємницької діяльності в Україні / Д. С. Бутенко // Міжнародні економічні та суспільні відносини: стан, проблеми, перспективи розвитку : монографія / за ред. Л. М. Савчук, М. В. Корнеєва. – Дніпро : Пороги, 2021. – С. 69-110. URL:

<http://repository.hneu.edu.ua/handle/123456789/26940>

4. Остервальдер О. Розробляємо ціннісні пропозиції. Як створити продукти та послуги, яких хочуть клієнти / О. Остервальдер, І. Пиньє, А. Сміт; переклад з англ. Р. Корнуги. – Київ: Наш Формат, 2018. – 324 с.

5. Перерва І. М. Маркетинговий підхід до управління в підприємстві / І. М. Перерва, І. О. Кінас // Вісник ЧНУ ім. Б. Хмельницького. - Серія «Економічні науки». – 2021. – № 3. – С. 26-32. URL: <http://repository.hneu.edu.ua/handle/123456789/27067>

6. Підприємництво, торгівля, біржі в процесі соціально-економічного розвитку [Електронний ресурс] : монографія / І. В. Гонtareва, Г. Л. Матвієнко-Біляєва, В. І. Ковальова [та ін.] ; за заг. ред. І. В. Гонtareвої. - Електрон. текстові дан. (2,70 МБ). - Х. : ХНЕУ ім. С. Кузнеця, 2018. - 155 с. URL: <http://repository.hneu.edu.ua/handle/123456789/20275>.

7. Kotlyk A. The essence of creative economy / A. Kotlyk, K. Dmitriiev // Сучасні проблеми управління підприємствами: теорія та практика : матеріали міжнар. науково-практ. конф., 18-19 бер. 2019 р. — Х.: ФОП Панов А.М., 2019. — С. 233–234. URL: <http://repository.hneu.edu.ua/handle/123456789/21651>.

8. Pererva I. M. Justification of types of innovative labor in the IT industry / I. M. Pererva. // Scientific papers «Socio-economic problems of the modern period of Ukraine». – 2020. – Volume 4(144). – P. 27–33. URL: <http://repository.hneu.edu.ua/handle/123456789/24673>

9. Pererva I. Use of creative marketing in the implementation of enterprise strategy / I. Pererva, O. Myronova // Economics of Development. – 2023. - 22(2). - P. 28-40. URL: <http://repository.hneu.edu.ua/handle/123456789/29814>

10. The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems . – New Jersey, IL, USA: John Wiley & Sons Inc., 2018. – 353 p.

Information resources

11. Electronic catalog of the National Library of Ukraine named after V. I. Vernadskyi. – Access mode: www.nbuv.gov.ua.

12. Platform «Diia.Business» [Electronic resource]. – Access mode: <https://business.diia.gov.ua>.

13. Ukrainian Startup Fund [Electronic resource]. – Access mode : <https://usf.com.ua>.

14. Pererva I. M. IT entrepreneurship // S. Kuznets KhNUE PTS website [Electronic resource]. – Access mode: <https://pns.hneu.edu.ua/course/view.php?id=9530>.