



**Syllabus of the course  
«Economy of enterprise»**

<b>Specialty</b>	<i>075 Marketing</i>
<b>Study Programme</b>	<i>Marketing</i>
<b>Study cycle (Bachelor, Master, PhD)</b>	<i>the first (Bachelor) level of higher education</i>
<b>Course status</b>	<i>Mandatory</i>
<b>Language</b>	<i>English</i>
<b>Term</b>	<i>second year, third semester</i>
<b>ECTS credits</b>	<i>5</i>
<b>Distribution by types of trainings and hours of study</b>	<i>Lectures – 24 hours Practical studies (seminars) – 24 hours Self-study – 102 hours</i>
<b>Assessment system</b>	<i>Grading including Exam</i>
<b>Department</b>	<i>Department of Enterprise Economics and Business Organization, The second educational building, r. 40, +38 (057) 702-18-34, 3-42, <a href="http://www.kafepm.hneu.edu.ua">http://www.kafepm.hneu.edu.ua</a></i>
<b>Teaching staff</b>	<i>Iuliia Kotelnikova, PhD in Economics, Associate professor</i>
<b>Contacts</b>	<i>iuliiakotelnykova@gmail.com</i>
<b>Course schedule</b>	<i>Lectures: according to schedule Practical studies (seminars): according to schedule</i>
<b>Consultations</b>	<i>According to the schedule of consultations, individual, PNS chat</i>

**Learning objectives and skills:**

*is focused on forming the professional competencies in the use of the applied economics foundations and methods of organizing effective activities for solving specific economic problems at the enterprise level*

**Structural and logical scheme of the course**

<b>Prerequisites</b>	<b>Postrequisites</b>
Macroeconomics	Econometrics
Microeconomics	Finance
Training course «Life safety and labor protection»	

**Content of the course**

**Content module 1. Enterprise. Concept of functioning**

**Topic 1. Theories and models of enterprises. Basics of entrepreneurship**

**Topic 2. Types of enterprises, their organizational and legal forms**

**Topic 3. Organizational structure, enterprise management and the influence of the external environment on enterprise activity**

**Topic 4. Markets and products**

**Topic 5. Product and price policy of enterprise**

**Content module 2. Resource provision and financial results of enterprise**

**Topic 6. Enterprise personnel, productivity and remuneration**

**Topic 7. Fixed capital of an enterprise**

**Topic 8. Current assets and intellectual capital**

**Topic 9. Innovative activity**

**Topic 10. The costs of an enterprise**

**Topic 11. Financial results and economic efficiency of enterprise activity**

**Material and technical (software) support of the discipline**

Multimedia projector, S. Kuznets PNS, Corporate Zoom system



**Course page on the Moodle platform (personal training system)**

<https://pns.hneu.edu.ua/course/view.php?id=8194>

#### **Assessment system of learning outcomes**

*The assessment system of formed competencies takes into account the types of activities that include lectures, seminars, practical classes, and independent work. The evaluation of students' formed competencies is carried out on a cumulative 100-point system. Current assessment, which is conducted during practical (seminar) classes and independent work throughout the semester, is evaluated by the sum of points earned. The maximum possible number of points for current and final assessment during the semester is 100, and the minimum possible number of points is 60.*

*Current assessment includes the following control measures: topic assignments, current control tests, and presentations on topics.*

*More detailed information on assessment and point accumulation for the course is provided in the course's work plan (technological card).*

#### **Course policies**

The teaching of the course is based on the principles of academic integrity. Academic Integrity Violations are: academic plagiarism, fabrication, falsification, cheating, bribery, biased evaluation. In case of academic integrity violation, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work.

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Program of the course*

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