

# Syllabus of the course «Economy of enterprise»

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

## 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		
Prerequisites	Postrequsites	
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

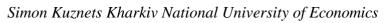
**Topic 9. Innovative activity** 

**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 corse 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: reassessment 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 <a href="https://pns.hneu.edu.ua/course/view.php?id=8194">https://pns.hneu.edu.ua/course/view.php?id=8194</a>