



Syllabus of the course
« Psychology of Entrepreneurship »

Specialty	<i>All</i>
Study Programme	<i>All</i>
Study cycle (Bachelor, Master, PhD)	<i>First (bachelor's) level of higher education</i>
Course status	<i>Selective</i>
Language	<i>English</i>
Term	<i>2 course 3 semester, 2 course 4 semester, 3 course 5 semester or 3 course 6 semester, or 4 course 7 semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 30 hours. Practical studies (seminars) – 30 hours. Laboratory studies – 0 hours. Independent training – 90 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Entrepreneurship, Trade and Tourism Business, 9-A Nauky Avenue, Kharkiv, office 316 (building 1), https://ptt.hneu.edu.ua</i>
Teaching staff	<i>Olena Chupyr, Doctor of Economic Sciences, professor</i>
Contacts	<i>olena.chupyr@hneu.net</i>
Course schedule	<i>Lectures: according to the schedule Practical studies: according to the schedule</i>
Consultations	<i>At the Department of Entrepreneurship, Trade, and Tourism Business, online, according to the schedule, individual, PNS chat.</i>

The discipline aims to provide higher education students with a systematic understanding of the psychological aspects of entrepreneurship as a special type of professional activity and the personality of an entrepreneur as a subject of economic relations, as well as the mechanisms of development and functioning of an entrepreneurial organization.

Structural and logical scheme of the course

Prerequisites	Postrequisites
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Content of the educational discipline

Content module 1. Theoretical aspects of studying entrepreneurship psychology

- Topic 1: Introduction to the psychology of entrepreneurship.
- Topic 2. Psychology of entrepreneurial thinking.
- Topic 3. Social and psychological aspects of entrepreneurial motivation.
- Topic 4. Psychology of business communication.
- Topic 5. Communicative conflicts and the mechanism of civilized termination of relations.
- Topic 6. Psychology of professional burnout of entrepreneurs.
- Topic 7. Ethics and psychology of business relationships.
- Theme 8: Psychological mechanisms of mutual understanding and interaction in the organization.

Content module 2. Applied problems of studying the psychology of entrepreneurship

- Topic 9: Psychological features of an entrepreneurial organization.
- Topic 10. Self-improvement of the entrepreneur: self-control and self-motivation as tools for social and psychological adaptation of the individual.
- Topic 11. Psychological features of entrepreneurs' competitiveness.



Theme 12: Psychological foundations of successful sales and the formation of a positive image of an entrepreneur.

Topic 13. Gender aspects of entrepreneurial activity.

Topic 14: Psychological traps for entrepreneurs and how to avoid them.

Topic 15: Psychological features of personal well-being in the professional sphere of an entrepreneur.

Material and technical (software) support of the discipline

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

The university assesses students' learning outcomes according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes. It aims to assess students' readiness to perform particular tasks, which is evaluated by the number of scored points.

The maximum amount during the semester is 100 points; the minimum required is 60 points.

The current assessment includes the following control measures: assignments on topics, tests, case studies, practical exercises, current tests, presentations on topics, and essays.

The course's technological card gives more detailed information on assessment and grading systems.

Policies of the discipline

The teaching of the discipline is based on the principles of academic integrity. Violations of academic integrity include academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment. For breaches of academic integrity, students are held to the following academic responsibility: re-assessing the relevant type of academic work.

More detailed information on competencies, learning outcomes, teaching methods, forms and methods of assessment, and independent work is provided in the Work Programme of the discipline