



Syllabus of the course
« Basics of the 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>elective</i>
Language	<i>English</i>
Term	<i>1 year; 2 semester</i>
ECTS credits	<i>5 ECTS</i>
Workload	<i>Lectures – 30 hours. Practical studies – 30 hours. Laboratory studies – 0 hours. Self-study – 90 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>Entrepreneurship, Trade and Tourism Business 9-A Nauky Avenue, Kharkiv, auditorium 316 of the first block phone: +380 57 758 77 26 (ext. 451) website: https://ptt.hneu.edu.ua/</i>
Teaching staff	<i>Maryna Mykolaivna Salun, Doctor of Science in Economics, Professor</i>
Contacts	<i>Maryna.Salun@hneu.net</i>
Course schedule	<i>Lectures: according to the current schedule Practical studies: according to the current schedule</i>
Consultations	<i>At the Entrepreneurship, Trade and Tourism Business Department, offline, according to the schedule, individual, PNS chat.</i>
Learning objectives and skills: <i>skills in the practical use of business models for starting and developing entrepreneurial activity</i>	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
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Course content	
Theme 1. The meaning of the concept and approaches to entrepreneurship	
Theme 2. Legislative regulation and the registration of entrepreneurial activity	
Theme 3. Business ecosystem	
Theme 4. Principles of team building in business	
Theme 5. Design thinking	
Theme 6. Business idea and its validation process	
Theme 7. Canvas business model	
Theme 8: Minimum Viable Product (MVP)	
Theme 9: Customer research. Preliminary market research. Testing key hypotheses	
Theme 10. Market assessment. Competitor analysis	
Topic 11. Entrepreneurial marketing for start-ups	



Theme 12: Fundamentals of investment and financing of entrepreneurial activity

Theme 13. Business risk

Teaching environment (software)

Multimedia projector; S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

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

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

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program