



Syllabus of the course «Economy of enterprise»

Specialty	<i>D5 Marketing</i>
Study Programme	<i>Marketing</i>
Study cycle (Bachelor, Master, PhD)	<i>the first (Bachelor) level of higher education</i>
Course status	<i>Mandatory</i>
Language	<i>English</i>
Term	<i>second year, third semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 24 hours Practical studies (seminars) – 24 hours Self-study – 102 hours</i>
Assessment system	<i>Grading including Exam</i>
Department	<i>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</i>
Teaching staff	<i>Iuliia Kotelnikova, PhD in Economics, Associate professor</i>
Contacts	<i>iuliiakotelnikova@gmail.com</i>
Course schedule	<i>Lectures: according to schedule Practical studies (seminars): according to schedule</i>
Consultations	<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

Prerequisites	Postrequisites
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 course
Multimedia projector, S. Kuznets PNS, Corporate Zoom system

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 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.

Education seekers 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