



Syllabus of the course
«Basics of the Entrepreneurship»

Specialty	<i>All</i>
Study Programme	<i>All</i>
Study cycle (Bachelor, Master, PhD)	<i>the first (Bachelor) level of higher education</i>
Course status	<i>Selective</i>
Language	<i>English</i>
Term	<i>first year, second semester</i>
ECTS credits	<i>5</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>Department of entrepreneurship and trade, auditorium 209 of the first building, website: http://mev.hneu.edu.ua/кафедра-2</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 schedule Practical studies: according to the schedule</i>
Consultations	<i>At the Department of entrepreneurship and trade, offline, according to the schedule, individual, PNS chat.</i>

Learning objectives and skills:

skills in the practical use of business models for starting and developing entrepreneurial activity

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.