



## Syllabus of the course «Management of Small Business»

<b>Specialty</b>	<i>All</i>
<b>Study Programme</b>	<i>All</i>
<b>Study cycle (Bachelor, Master, PhD)</b>	<i>the first (Bachelor) level of higher education</i>
<b>Course status</b>	<i>Selective</i>
<b>Language</b>	<i>English</i>
<b>Term</b>	<i>second year, third semester</i>
<b>ECTS credits</b>	<i>5</i>
<b>Workload</b>	<i>Lectures – 30 hours. Practical studies – 30 hours. Laboratory studies – 0 hours. Self-study – 90 hours.</i>
<b>Assessment system</b>	<i>Grading</i>
<b>Department</b>	<i>Department of Entrepreneurship, Trade and Tourism Business, auditorium 209 of the first building, website: <a href="http://mev.hneu.edu.ua/kaфedpa-2">http://mev.hneu.edu.ua/kaфedpa-2</a></i>
<b>Teaching staff</b>	<i>Kateryna Zaslavska, PhD in Economics, Associate professor</i>
<b>Contacts</b>	<i><a href="mailto:Kateryna.zaslavska@hneu.net">Kateryna.zaslavska@hneu.net</a></i>
<b>Course schedule</b>	<i>Lectures: <a href="#">according to the schedule</a> Practical studies: <a href="#">according to the schedule</a></i>
<b>Consultations</b>	<i>At the Department of Entrepreneurship, Trade and Tourism Business, offline, according to the schedule, individual, PNS chat.</i>
<b>Learning objectives and skills:</b> mastering language culture, language etiquette, business communication techniques, non-verbal ways of communication and the image of a business person	
<b>Structural and logical scheme of the course</b>	
<b>Prerequisites</b>	<b>Postrequisites</b>
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<b>Course content</b>	
<b>Content module 1. Organizational and legal aspects of small business</b>	
<b>Topic 1. The concepts and approaches to business.</b>	
<b>Topic 2. Main activities in business. Large, medium and small business.</b>	
<b>Topic 3. Entrepreneurial ideas and methods of their realization</b>	
<b>Topic 4. Registration of enterprises of various forms of ownership.</b>	
<b>Topic 5. Licensing of entrepreneurial activity.</b>	
<b>Topic 6. The concept of patenting.</b>	
<b>Topic 7. Entrepreneurship in trade activities.</b>	
<b>Topic 8. Liquidation of the enterprise and suspension of activity</b>	
<b>Content module 2. Small business financing, staffing and security</b>	
<b>Topic 9. Sources of financing of small businesses.</b>	
<b>Topic 10. Taxation, accounting and reporting in small business.</b>	
<b>Topic 11. Supervision and supervisory bodies.</b>	
<b>Topic 12. Franchising.</b>	
<b>Topic 13. Business Risks.</b>	



**Topic 14. Business protection and business secrets.**

**Topic 15. Formation of the team, personnel policy of the enterprise.**

**Topic 16. PR and small business promotion.**

**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.*