

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"
Заступник керівника
(проректор з науково-педагогічної роботи)

ПІДПРИЄМНИЦТВО
робоча програма навчальної дисципліни

Галузь знань **07 «Управління та адміністрування»**
Освітній рівень **перший (бакалавр)**
Освітня програма **076 «Підприємництво»**

Вид дисципліни
Мова викладання, навчання та оцінювання

вибіркова
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Завідувач кафедри
підприємницької діяльності
д.е.н., проф.

Гонтарева І.В.

Харків
ХНЕУ ім. С. Кузнеця
2018

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

"APPROVED"
Deputy Head
(vice-rector for scientific and pedagogical work)

ENTREPRENEURSHIP
working program of discipline

Branch of knowledge **07 "Management and Administration"**
Educational level **first (bachelor)**
Educational program **076 "Entrepreneurship"**

Type of discipline **selective**
The language of teaching,
learning and rating is **English**

Head of Department
entrepreneurial activity
doctor of sciences, prof. **Gontareva I.V.**

Kharkiv
S. KUZNETS HNUUE
2018

APPROVED

at the meeting of the department of entrepreneurial activity
Minutes No. 4 dated October 1, 2018

Developer (s):

Ivanova O.Yu., doctor of economic sciences, prof., Murentets I.H. teacher
Cherednik A.O teacher of the department of entrepreneurial activity

**Letter of renewal and re-approval
work program of academic discipline**

Academic year	Date of the chair of the department - the developer of the WPD	The protocol number	The signature of the head of the department
2018/2019			

1. Introduction

Annotation of the course: Entrepreneurs are frequently thought of as national assets to be cultivated, motivated and remunerated to the greatest possible extent. Entrepreneurs can change the way we live and work. If successful, their innovations may improve our standard of living, and in addition to creating wealth with their entrepreneurial ventures, they also create jobs and the conditions for a prosperous society. Trailblazing offerings by entrepreneurs, in the form of new goods and services, can produce a cascading effect by stimulating related businesses or sectors supporting the new venture, furthering economic development. Entrepreneurial ventures generate new wealth. Existing businesses may remain confined to the scope of existing markets and may hit the glass ceiling in terms of income. New and improved products, services or technology from entrepreneurs enable new markets to be developed and new wealth to be created

Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. An independent activity, performed at one's own risk, aimed at systematically deriving a profit from the use of the property, the sale of commodities, the performance of work or the rendering of services by the persons.

The purpose of discipline is the formation of system of professional competences in determining the priority areas of entrepreneurial activity and the conditions for its implementation in modern economic conditions.

To achieve the goal set the following main tasks:

assimilation of the basic principles and rules of business regulation in modern conditions;

development of skills to justify the selection of the most attractive areas of entrepreneurship in different conditions.

The subject of the discipline is the economic system and processes that characterize different types of entrepreneurship.

The subject of study discipline is the study and justification of priority types of entrepreneurship in Ukraine and the world, taking into account the factors of the environment.

Pre-requisites: Studying this discipline begins with listening to such disciplines as "Macroeconomics" and "Microeconomics."

Before studying the discipline "Entrepreneurship" the student starts by listening to the disciplines of the humanitarian cycle. Theoretical and methodological basis for studying the discipline "Entrepreneurship" is the previous educational disciplines: "Macroeconomics", "Microeconomics". In turn, knowledge of this discipline ensures the successful mastery of such disciplines as "Management", "Social Entrepreneurship", "Management of the Entrepreneurship Development Effectiveness", "Project Management", as well as the implementation of trainings, interdisciplinary comprehensive term papers, master's theses.

Course	2	
Semester	2	
Number of ECTS credits	5	
Audit lessons	lectures	32
	seminars, practical ones	32
Independent work	86	
Form of final control	credit	

Structural-logical scheme of studying the discipline:

Previous disciplines	The following disciplines
Social and economic history Of Ukraine	Social entrepreneurship
Enterprise economy	Management
Marketing	Creativity in entrepreneurial activity

2. Competence and results of studying in a discipline:

Competence	Learning outcomes
To define the economic-theoretical principles of entrepreneurship	Responsibility for precise identification of key issues and restrictions in the conduct of entrepreneurial activity
To highlight the peculiarities of different directions of activity in certain types of entrepreneurship	Responsibility for the accuracy and correctness of the decision on choosing the type and form of entrepreneurship
Determine the principles and functions of entrepreneurship	To independently take effective management decisions and to be responsible for forming a program of realization and development of entrepreneurial activity
To analyze the level of influence of factors of the external environment on entrepreneurial activity	Accept effective management decisions and acknowledge the reliability and accuracy of the results of the impact of external factors on entrepreneurial activity.
Make a reasonable choice of the direction and way of establishing an entrepreneurial affair	Independently take effective managerial decisions on choosing a priority business area in modern conditions. Responsibility for the correctness and adequacy of the ideas developed
Apply methods for assessing the level of riskiness of establishing an entrepreneurial business and determine the direction of reducing the risk of a new business.	To make decisions in conditions of uncertainty and to be responsible for the accuracy and correctness of the results
Make a reasonable choice of strategy for developing your own business	Take effective managerial decisions in developing business scenarios
To highlight the social values of entrepreneurial activity in a competitive environment	Responsibility for the accuracy and correctness of compliance with social values in business

3. Program of the discipline

Module 1. Theoretical basis of entrepreneurship

Topic 1. The economic essence of entrepreneurship

1.1. Theoretical principles of entrepreneurship.

The emergence and evolution of the concept of "entrepreneurship". Business and entrepreneurship: general and special. Entrepreneurship as a type of economic activity. Economic-theoretical knowledge and entrepreneurship.

1.2. The role and importance of entrepreneurship in the country's economic development.

Value of business for the structure of the country's economy. The Importance of Entrepreneurship for Market Competition. Status of development of small and medium enterprises in the countries of the world. Subjects of entrepreneurial activity.

1.3. Legal basis of entrepreneurship development.

The essence of state regulation of entrepreneurship, its forms and methods. Restrictions on entrepreneurial activity. Patenting and licensing of entrepreneurial activity. State support and financial assistance to business entities.

Topic 2. Types and forms of entrepreneurship

2.1. Main types of entrepreneurial activity.

Private, collective, state entrepreneurship and peculiarities of their implementation. Production Entrepreneurship. Commercial entrepreneurship and its subjects: commodity exchanges, trading houses, exhibitions and sales, auctions, fairs, institutions of wholesale and retail trade. Financial business and its components: monetary and other financial intermediation, insurance, auxiliary activities in the field of finance and insurance. Advisory business.

2.2. Small business.

The place and role of small business in a market economy. The economic essence of small businesses. Advantages and disadvantages of small business. Features of small business development in Ukraine and in the world.

2.3. Organizational-legal forms of entrepreneurship.

Enterprise as a subject of entrepreneurial activity. Main types of enterprises and their organizational forms. Association of enterprises: association, corporation, holding, consortium, concern. Business associations as subjects of entrepreneurship and their types. Features of the creation and operation of joint-stock companies, limited liability companies, partnerships with additional liability, full partnerships, limited partnerships.

Topic 3. Principles and functions of entrepreneurship

3.1. Principles of Entrepreneurship.

Choice of activity. Attraction of funds for entrepreneurial activity. Formation of the program of activity. Hiring employees. Attracting and using different types of resources. Distribution of profits. Implementation of foreign economic activity.

3.2. Functions of entrepreneurship.

Innovative (creative) function. Resource function. Organizational function. Stimulating (motivational) function.

3.3. The driving forces of entrepreneurship development.

Contradictions in the development of entrepreneurship. Business creative work of man. Risks and needs in the business process. Economic interest of the entrepreneur. Competition on the market.

Topic 4. Entrepreneurial environment

5.1. Influence of the environment on entrepreneurial activity.

The content of the definition of "business environment". Models of business environment of enterprises. The external environment of entrepreneurial activity. Classification of environmental factors of entrepreneurial activity.

4.2. The main factors of indirect influence.

Technological and technological factors. Economic factors. International factors. Political and institutional factors. Demographic factors. Socio-cultural factors. Geo-environmental factors.

4.3. Factors of direct influence on subjects of entrepreneurship.

Consumers Suppliers of material and technical resources. Manufacturers of

substitute products. Competitors Partners Contact Audiences

Module 2. Establishment of entrepreneurship and business development

Topic 5. Technology of establishment of business

5.1. Substantiation and selection of entrepreneurial activity.

The entrepreneurial idea and its sources. The choice of scope. Choice of business organization form. Determining the Benefits of Created Entrepreneurship. Analysis of competing products and competitors.

5.2. Choosing a way to start a business.

Traditional ways: creating a new business, buying an existing business. Unconventional ways: direct marketing, mobile trade, franchising, home business, withdrawal from a large corporation.

5.3. Stages of establishing your own business.

Founding documents and their preparation. The Statute of Entrepreneurship and the Constituent Contract. Formation of the authorized capital.

5.4. Business plan and its role in establishing an entrepreneurial business.

Stages of business plan development. Structure and technology of business plan development.

Topic 6. Economic risks in entrepreneurship

6.1. Essence and main types of business risks.

Basic concepts and definition of risk areas. The essence of risks and their types in entrepreneurship. The difference between the concepts of "risk" and "uncertainty". Zones of risks depending on losses.

6.2. Structure of the process of assessment and risk management.

The main stages of the structure of the process of assessment and risk management. Methods of identification of risks. Methods of risk assessment. Choice of methods for influencing risks. Control and evaluation of methods of influencing the risks.

Topic 7. Development of entrepreneurial activity

7.1. Objective foundations of entrepreneurship development in modern conditions.

Interpretation of the category "development". External and internal contradictions that arise in the process of development. Classification of types of development. State and international organizations that promote business development.

7.2. Ways of entrepreneurship development.

Extensive development path. Intense development path. Innovative way of development. Indicators of intensification and increasing the efficiency of entrepreneurial activity.

7.3. Co-operative ties of business entities.

Objective necessity of cooperative relations of subjects of entrepreneurship. Forms of cooperative relations of subjects of entrepreneurship. Subcontract Franchise Leasing. Venture financing. Business incubators.

Topic 8. Culture of entrepreneurship

8.1. Culture of entrepreneurial activity.

Essence, types and elements of entrepreneurial culture. Leader styles: democratic, liberal, autocratic. Standards and rules of conduct of the head. Methods and styles of conflict resolution.

8.2. Business ethics of an entrepreneur.

Social values of entrepreneurial activity. The main methods of the influence of the

entrepreneur on the subordinates. Psychology of entrepreneurship.

4. The order of evaluation of the results of training

The system of evaluation of the developed competencies of students takes into account the types of occupations, which according to the curriculum include lectures, seminars, practical classes, as well as independent work. Assessment of the developed competencies among students is based on a 100-point accumulation system. In accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Students' Learning Based on the Accumulated Bulletin-Rating System" S. Kuznets KhNEU, control measures include:

current control, carried out during the semester during lectures, practical, seminars and evaluated by the sum of the points scored;

modular control conducted in the form of a colloquium as an intermediate mini-exam on the initiative of the teacher, taking into account the current control of the corresponding content module, and aims to integrate the evaluation of the student's learning outcomes after studying the material from the logically completed part of the discipline-content module;

final / semester control, conducted in the form of final module control, according to the curriculum of the educational process.

The procedure for carrying out the current assessment of students' knowledge. Assessment of student's knowledge during seminars, practical classes and individual tasks is carried out according to the following criteria:

understanding, degree of assimilation of the theory and methodology of the problems under consideration; the degree of assimilation of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in an audience; logic, structure, style of presentation of the material in written works and speeches in the audience, ability to substantiate their position, to generalize information and to draw conclusions; the arithmetic correctness of the implementation of an individual and complex settlement task; ability to conduct critical and independent evaluation of certain problem issues; the ability to explain alternative views and the presence of their own point of view, position on a particular problem issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions about a specific problem; independence of performance; literacy of presentation of the material; use of comparison methods, generalization of concepts and phenomena; job registration.

The general criteria for evaluating the non-audited independent work of students are: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge on specific topics, the ability to make informed conclusions, the possession of categorical apparatus, skills and techniques for performing practical tasks, the ability to find the necessary information, to organize its systematization and processing, self-realization on practical and seminar classes.

The final control of knowledge and competences of students in the discipline is carried out on the basis of semester post-graduate work, the task of which is to check the student's understanding of the program material in general, the logic and interconnections between the individual sections, the ability to use the accumulated knowledge creatively, the ability to formulate their attitude to a particular educational problem discipline, etc.

Modular ticket covers the program of discipline and involves determining the level of knowledge and the degree of mastery of students competencies.

Each module ticket consists of 5 practical situations (two stereotyped, two diagnostic and one heuristic task), which provide for solving typical professional tasks of the specialist in the workplace and allow to diagnose the level of theoretical training of the student and his level of competence in the discipline.

The result of the semester module is evaluated in points (the maximum number is 40 points, the minimum number being counted is 25 points. "

A student should be considered certified if the sum of the points obtained on the basis of the results of the final / semester test of success is equal to or greater than 60. The minimum number of points for the current and modular control during the semester is 35 and the minimum possible number of points scored on the exam is 25.

The final score in the discipline is calculated on the basis of the points obtained during the exam and the points obtained during the current control over the accumulation system. The total score in the points for the semester is: "60 and more points are counted", "59 and less points are not counted", and entered in the "Record of success" of the academic discipline.

Distribution of points in weeks

(specify means of evaluation according to the technological card)

Topics of the modules			Lecture classes	Practical classes	Seminar classes	Presentation	Written control	Colloquium	Total
Module 1.	Topic 1	Week 1	1	1					2
	Topic 1	Week 2	1	1	3				5
	Topic 2	Week 3	1	2					3
	Topic 2	Week 4	1	2	4				7
	Topic 3	Week 5	1	1			8		10
	Topic 3	Week 6	1	1					2
	Topic 4	Week 7	1	2					3
Module 2.	Topic 4	Week 8	1	0,5				10	11,5
	Topic 5	Week 9	1	1					2
	Topic 5	Week 10	1	2	4				7
	Topic 6	Week 11	1	2					3
	Topic 6	Week 12	1	2			8		11
	Topic 7	Week 13	1	2	3				6
	Topic 7	Week 14	1	2				10	13
	Topic 8	Week 15	1	0,5		10			11,5
	Topic 8	Week 16	1	2					3
Total			16	24	14	10	16	20	100

Scale of assessment: national and ECTS

Total score for all types of educational activities Score	ECTS	Score on a national scale	
		for exam, course project (work), practice	for the credit
90 – 100	A	perfectly	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactorily	
60 – 63	E		not credited
35 – 59	FX	unsatisfactorily	
1 – 34	F		

5. Recommended literature

5.1. Basic

1. Acs, Zoltan J. and David B. Audretsch, eds. Handbook of Entrepreneurship Research: An Interdisciplinary Survey and Introduction. 2nd Edition. Springer, 2011.
2. Bhidé, A. The Origin and Evolution of New Businesses. Oxford University Press, 2003.
3. Birley, S., and D. Muzyka, eds. Mastering Entrepreneurship. Pitman, 2000.
4. Bygrave, W.D., and A.L. Zacharakis, eds. The Portable MBA in Entrepreneurship. 4th edition. Wiley, 2010.
5. Cristol, Steven, and Peter Sealey. Simplicity Marketing. Simon and Schuster, 2007.
6. Drucker, P. Innovation and Entrepreneurship. 2Rev Ed edition. Butterworth-Heinemann, 2010.
7. Jensen, Bill. Simplicity: The New Competitive Advantage in a World of More, Better, Faster. Perseus, 2001.
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12. Small Business and Entrepreneurship in Market Conditions of Management: Teach. manual / L. I. Vorotina, V. Ye. Vorotin, L. A. Martyniuk, T. V. Chernyak; Ed. L.I. Vorotina. - 3rd form, reports. and reworked. - K .: View to Europe. Un Thu, 2004. - 308 pp. 46
13. Mocheryn S.V., Ustenko O.A., Chebotar S.I. Fundamentals of Entrepreneurial Activity: A Manual. - K .: Akademiya, 2001. - 280 p.

14. Development of entrepreneurship in Ukraine / P. Gaiducky et al. - K .: Norah-Druk, 2003. 248 p.
15. Sizenenko V.O. Contemporary entrepreneurship: Reference book. - K .: Knowledge-Press, 2003. - 380 pp.
16. Shevelenko S.D., Fediv I.I. Entrepreneurship and Entrepreneurship / Ed. V. V. Sopka. - K .: Higher School, 1997. - 224 pp.

5.2. Additional literature

17. Baird. M.L. Engineering your Start-up: A Guide for the High-Tech Entrepreneur. Professional Publications, 2003.
18. Brown, S.L., and K.M. Eisenhardt. Competing on the Edge: Strategy as Structured Chaos. Harvard Business School Press, 1998.
19. Kaplan. Jerry. Startup: A Silicon Valley Adventure. Replica Books, 2001.
20. Hopkins, Bruce. A Legal Guide to Starting and Managing a Nonprofit Organization. 3rd edition. Wiley, 2000.
21. Kotler, Philip, and Alan Andreasen. Strategic Marketing for Nonprofit Organisations. 6th edition. Prentice Hall, 2002.
22. Lovins, Amory, Hunter Lovins, and Paul Hawken. Natural Capitalism: The Next Industrial Revolution. 2nd edition. Earthscan, 2005.
23. Moore, Mike. A World Without Walls: Freedom, Development, Free Trade and Global Governance. Reissue edition. Cambridge: Cambridge UP, 2007
24. Reinhardt, Forest. Down to Earth. Harvard Business School Press, 2000.
25. Shulman, J. and T. Stallkamp. Getting Bigger by Growing Smaller. Prentice Hall Financial Times, 2003.
26. Smith, Bucklin and Associates. The Complete Guide to Nonprofit Management. 2nd edition. Wiley, 2000.
27. Spinelli, S., Birley, S. and R. Rosenberg. Franchising: Pathway to Wealth. Prentice Hall-Financial Times, 2003.
28. Zahra, S., ed. Contemporary Issues in Strategic Management Research. Information Age Publishing, 2002.
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35. Kryzin AV Security of Entrepreneurial Activity. M .: Finance and Statistics, 1996. 218 p.
36. Skibitsky O. M. Strategic Management: Textbook. - K .: Center for Educational Literature, 2007. 215 p.
37. Basics of entrepreneurial activity. Ed. VM Vlasova. -M .: Finance and Statistics, 1997. 152 p.

5.3. Information resources on the Internet

38. Doing business Measuring Business Regulations
<http://www.doingbusiness.org/en/reports/global-reports/doing-business-2018>
39. Legal-social portal [Electronic resource]. -Access mode:
<http://www.pilga.in.ua/node/18>.
40. The Tax Code of Ukraine dated 02.12.2010. No. 2755-VI / [Electronic resource]. - Access mode: <http://zakon.rada.gov.ua/cgi-bin/laws/main.cgi?nreg=2755-17>
41. Accounting Regulations (Standards): [Electronic Resource]. - Mode of access: <http://zakon.nau.ua/doc/?uid=1046.172.0>
42. About the development and state support of small and medium enterprises in Ukraine: Law of Ukraine: Adopted by the Verkhovna Rada of Ukraine on 12.01.2012. Proposals of the President of Ukraine to the draft law of Ukraine on January 31, 2012.
43. The Portal of Entrepreneurs of Ukraine [Electronic resource]. Access mode: <http://chp.com.ua/gazeta>