

FUNDAMENTALS OF DOING BUSINESS

COURSE SYLLABUS

Code and name of specialty	073 – Management	Institute	Institute of Education and Science in Economics, Management and International Business
Program name	Business Administration	Department	General Economic Theory
Type of program	Educational and Professional	Language of instruction	English / Ukrainian

LECTURER

Victoriia Yatsyna, *Victoriia.Yatsyna@kphi.edu.ua*



PhD (Economics), Associate Professor of General Economic Theory Department (NTU “KhPI”)
Authored and co-authored over 80 scientific publications. Courses: Economic Theory, Microeconomic, Fundamentals of Entrepreneurship, Fundamentals of Doing Business.

GENERAL DESCRIPTION OF THE COURSE

Summary	The course highlights the main aspects of modern economic thinking, a system of special knowledge and practical skills in the field of genesis, problems of organization and functioning of business; substantiation of business ideas, drawing up a business plan, understanding the state registration of business entities and identifying business opportunities.
Course objectives	<ul style="list-style-type: none"> • To form a system of basic knowledge in the field of business and entrepreneurship, their organization, operation and legal regulation; • To form the entrepreneurial thinking and getting skills and abilities to carry out entrepreneurial activity; • To understand the conceptual tasks of enterprises functioning in modern society.
Types of classes and control	Lectures, workshops, consultations. The course ends with a final credit
Term	5

Student workload (credits) / Type of course	4 / Mandatory	Lectures (hours)	32	Workshops (hours)	16	Self-study (hours)	72
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Program competences	GC03. The ability to abstract thinking, analysis, synthesis. GC04. Ability to apply knowledge in practice. GC05. Knowledge and understanding the subject area and understanding the professional activity.
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GC09. The ability to learn and master modern knowledge.

Learning outcomes	Teaching and learning methods	Forms of assessment (continuous assessment CAS, final assessment FAS)
LO13. To communicate in oral and written form in official and foreign languages	Interactive lectures with presentations, discussions, workshops, scientific reports, essays, solving practical problems and exercises, individual and team work	Written individual assignments (essay (CAS), practical assessment (CAS), performing the essay (CAS), tests, credit (FAS)
LO16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical	Interactive lectures with presentations, discussions, workshops, teamwork, case-based learning, research work, project-based learning	Written individual assignments (CAS), practical assessment (CAS), peer small group presentations (CAS), tests (CAS), credit (FAS)

ASSESSMENT AND GRADING

Range s of points corres pondi ng to grades	core (points) for all types of learning activities	ECTS grading scale	The national grading scale	Allocation of grade points	100% Final assessment as a result of Final credit (40%) and Continuous assessment (60%). 40% Final credit: performing the test 60% Continuous assessment: <ul style="list-style-type: none"> • 25% practical assessment; • 25% individual assignments (including problem sheets, performing the essay); • 10% in-class test 										
	90-100	A	excellent												
	82-89	B	good												
	74-81	C	satisfactory												
	64-73	D	Unsatisfactory (with the exam retake option)												
	60-63	E	Unsatisfactory (with mandatory repetition of the course)												
	35-59	FX	Unsatisfactory (with mandatory repetition of the course)												
0-34	F	Unsatisfactory (with mandatory repetition of the course)													

Course policy

Students are expected to attend classes regularly, to get to class on time and stay for the duration of the class. In the case of absence, students will be required to submit all assignments to make up for the missed classes. Students are also expected to come to class having read all the required material and being ready to productively participate in the class discussions. Written assignments should be submitted before the specified deadlines.

COURSE STRUCTURE AND CONTENT

Lecture 1	Economic nature of business and entrepreneurship	Workshop 1	Efficiency of doing business in different economic systems. Legal base of business in Ukraine	S e l f - s t u d y	Analysis of international ratings The Global Competitiveness Index and Ease of Doing Business Index
Lecture 2	Business Organization Forms				Comparison of the new forms of business: venture business, leasing, engineering, technology parks, franchising, etc.
Lecture 3	Small Business	Workshop 2	Small Business. Business ethics		SWOT-analysis of small business
Lecture 4	Business ethics				Studying the verbal and nonverbal methods of communication. The essence of neurolinguistic programming
Lecture 5	Entrepreneurial Idea and the Mechanism of its Implementation. Technology of Creating Your Own Business	Workshop 3	Sources and methods of generating business ideas. Organizational aspects of starting a business		Analysis of key stages of business concept development, identification of factors related to the failure of business ideas
Lecture 6	Organizational Aspects of Starting a Business				Comparative analysis of the advantages and disadvantages of starting a new business, buying an existing business or buying a franchise
Lecture 7	Marketing Analysis of Market	Workshop 4	Characteristics of marketing directions and principles. Business Planning Fundamentals		Defining criteria for dividing the consumer market into segments. Analysis of the most common mistakes of business planning. The essence and features of the application of CANVAS business model
Lecture 8	Business Planning Fundamentals				Studying the technology of performing a business plan. Calculation of project efficiency and risk assessment.
Lecture 9	State Registration of Business Entities	Workshop 5	State Registration of Business Entities. Fundamentals of Business Financing		Analysis of legislative acts regulating the procedure for state registration of business entities
Lecture 10	Fundamentals of Business Financing				Estimation of business and scope of its application. Comparative characteristics of leasing, factoring and forfeiting
Lecture 11	Forms of Business Taxation	Workshop 6	Forms of Business Taxation. Financial Results Analysis		Analysis of single tax payers groups and restrictions on activities
Lecture 12	Financial Results Analysis of Commercial Organizations				Studying the key criteria of business efficiency and indicators.

Lecture 13	Info Business	Workshop 7	Info Business. Business Infrastructure.	Introduction to the theoretical foundations of benchmarking in business process management.
Lecture 14	Business Infrastructure Organization			Analysis of financial and credit, organizational and technical, information and analytical infrastructure of business
Lecture 15	International Entrepreneurship	Workshop 8	International Entrepreneurship. Insurance and Risk Management	Revealing of strategic priorities of the government policy of international business development in Ukraine
Lecture 16	Insurance and Risk Management in Business			Risk loss analysis. Risk insurance. Determining the insolvency of enterprises. Bankruptcy proceedings

RECOMMENDED READING

Compulsory	1. Dr S S Khanka, Dr C B Gupta (2022). <i>Entrepreneurship and Small Business Management</i> . Business & Economics - 448 pages	Recommended	1. Nosratabadi, S.; Mosavi, A.; Shamshirband, S.; Kazimieras Zavadskas, E.; Rakotonirainy, A.; Chau, K.W. Sustainable Business Models: A Review. <i>Sustainability</i> (2019), 11, 1663.
	2. Dacia Paniagua. (2021). <i>Taxation Made Easy: How Your Business Decisions Will Impact Your Taxes</i> . Independently Published.		2. Stephen M. Byars, Kurt Stanberry. (2018). <i>Business Ethics</i> . OpenStax.
	3. Barbara Weltman. (2021). <i>J.K. Lasser's Small Business Taxes 2021</i> . New Jersey: John Wiley & Sons		3. Urba, S., Chervona, O., Panchenko, V., Artemenko, L., Guk, O. (2022). Features of the application of digital technologies for human resources management of an engineering enterprise. <i>Ingénierie des Systèmes d'Information</i> , Vol. 27, No. 2, pp. 205-211. https://doi.org/10.18280/isi.270204
	4. John A. Tracy, Tage C. Tracy. (2021). <i>How to Read a Financial Report</i> . John Wiley & Sons.		4. Dacia Paniagua. (2021). <i>Taxation Made Easy: How Your Business Decisions Will Impact Your Taxes</i> . Independently Published.
	5. Ratih Hurriyati, Benny Tjahjono, Ikuro Yamamoto, Agus Rahayu, Ade Gafar Abdullah, Ari Arifin Danuwijaya. (2020). <i>Advances in Business, Management and Entrepreneurship</i> . CRC Press.		5. Barbara Weltman. (2021). <i>J.K. Lasser's Small Business Taxes 2021</i> . New Jersey: John Wiley & Sons
	6. Robert J. Bennett, Harry Smith, Carry van Lieshout, Piero Montebruno, Gill Newton (2019). <i>The Age of Entrepreneurship</i> . Routledge.		6. John A. Tracy, Tage C. Tracy. (2021). <i>How to Read a Financial Report</i> . John Wiley & Sons.
	7. Robert Blackburn, Dirk De Clercq, Jarna Heinonen (2017). <i>The SAGE Handbook of Small Business and Entrepreneurship</i> . SAGE.		7. Steven J. Monahan (2018). <i>Financial Statement Analysis and Earnings Forecasting</i> . Now Publishers.
	8. Jim Collins, William Lazier (2020). <i>BE 2.0 (Beyond Entrepreneurship 2.0)</i> Penguin Publishing Group.		8. Antonella Zucchella, Birgit Hagen, Manuel G. Serapio (2018) <i>International Entrepreneurship</i> . Edward Elgar Publishing.
	9. Lars Tvede, Mads Faurholt. (2018). <i>Entrepreneur: Building Your Business From Start to Success</i> . United Kingdom: John Wiley & Sons.		9. Guldman, E.; Huulgaard, R.D. Barriers to circular business model innovation: A multiple-case study. <i>J. Clean. Prod.</i> 2020, 243, 118160.
	10. Therese H. Maynard, Dana M. Warren, Shannon Trevino. (2018). <i>Business Planning: Financing the Start-Up Business and Venture Capital Financing</i> . New York: Wolters Kluwer.		

Academic integrity

Students are expected to adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI".

The content of this syllabus is consistent with the Fundamentals of Doing Business course program.

