



Syllabus Course Program



FUNDAMENTALS OF ENTREPRENEURSHIP

Specialty

073 – Management

Educational program

Business administration

Level of education

Bachelor's level

Semester

1

Institute

Institute of Education and Science in Economics,
Management and International Business

Department

Business, Trade and Logistics (206)

Course type

General, Mandatory

Language of instruction

English

Lecturers and course developers

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PhD in Technical Sciences, Associate Professor, Associate Professor of
Department of Business, Trade and Logistics

Authored and co-authored over 150 scientific and methodological
publications. Senior lecturer of courses "Food Products", "Commercial
Logistics", "Commercial Activity", "Technological Entrepreneurship and
Exchange Activity", "International Technical Regulation"

More about the lecturer on the department's website

<http://web.kpi.kharkov.ua/business/uk/vykladachi/>

General information

Summary

The course is aimed at students getting a general idea of the effective foundation and development of your own business in modern economic conditions, selecting the optimal organizational and legal form of implementation business activities. The emphasis is on critical thinking, teamwork and effective communication.

Course objectives and goals

To form students' skills and abilities necessary for launching their own business; to reveal the basic principles and rules of business regulation in the current context, to enhance students' capacity for critical thinking, teamwork and communication.

Format of classes

Lectures, workshops, consultations, self-study. Final control in the form of a differentiated grading.

Competencies

GC04. The ability to apply knowledge in practical situations.

GC05. Knowledge and understanding of the subject area and understanding of the professional activity.

GC09. The ability to learn and to master modern knowledge.

GC12. The ability to generate new ideas (creativity).

GC15. The ability to act on the basis of ethical considerations (motives).

SC16. The ability to generate business ideas, to justify their feasibility and forms of their implementation as well as present them to stakeholders.

Learning outcomes

LO1. To know the rights and duties as a member of society, be aware of the values of civil society, the rule of law, human and citizen rights, and freedoms in Ukraine.

LO4. To demonstrate the ability to identify problems and justify managerial decisions.

LO7. To demonstrate the skills of organizational planning.

LO12. To evaluate the legal, social, and economic outcomes of an organization's functioning.

LO15. To show the ability to act in a socially responsible and socially conscious manner on the basis of ethical considerations (motives), respect for diversity and interculturalism.

LO16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical.

Student workload

The total volume of the course is 150 hours (5 ECTS credits): lectures - 32 hours, workshops - 32 hours, self-study - 86 hours.

Course prerequisites

The course is initial and it requires knowledge at the level of secondary education.

Features of the course, teaching and learning methods, and technologies

Presentations, discussions, workshops, case-based learning, individual and teamwork, research work, essay-writing. Study materials are available to students through OneDrive.

Program of the course

Topics of the lectures

Topic 1. Basic business concepts and the business environment.

Topic 2. Entrepreneurship and small, medium and micro enterprises.

Topic 3. The identification of feasible business ideas.

Topic 4. The viability of a business idea.

Topic 5. The business plan.

Topic 6. Product decisions: deciding what to offer to customers.

Topic 7. Price decisions.

Topic 8. Distribution: getting the product to the customer.

Topic 9. Promotion: communicating with your market.

Topic 10. Advertising your small business.

Topics of the workshops

Topic 1. Introduction to entrepreneurship.

Topic 2. Essay oral presentation.

Topic 3. Pricing.

Topic 4. Income distribution.

Topic 5. Shares.

Topic 6. Simple interest.

Topic 7. Compound interest.

Topic 8. The evaluation of the business idea. The bow-tie diagram.

Topic 9. The development of the business idea.

Topic 10. Inflation.

Topic 11. The viability of the business idea. Calculating the market's size and the break-even point.

Topic 12. Creation of the product mix in the retail network. Calculating the product mix indicators.

Topic 13. The methods of the cost-oriented pricing: cost-plus pricing, rate of return pricing and break-even analysis.

Topic 14. Calculating the entrepreneurial risk.

Topic 15. Oral presentation of the individual report.

Topic 16. Final test.

Topics of the laboratory classes

no laboratory classes.

Self-study

Self-testing "Evaluating your entrepreneurial skills to start own business".

Writing a critical essay "Introduction to entrepreneurship".

Evaluating your own business idea using the bow-tie diagram.

Developing your own business idea using the idea map (brainstorming).

Writing an individual report.

Final online test.

Course materials and recommended reading

1. Nieuwenhuizen C. Basics of Entrepreneurship. Claremont : Juta, 2015. 350 p.
2. Gupta O. P. Fundamentals of Entrepreneurship. Agra : SBPD Publishing House, 2021. 189 p.
3. Sangram K. M. Fundamentals of Entrepreneurship. New Delhi : PHI Learning Pvt. Ltd., 2012. 184 p.
4. Savchenko O. [at all] Innovative entrepreneurship : textbook. Kharkiv : LL «PLANETA-PRINT Ltd», 2016. 200 p.
5. Гонтарева І. В. Підприємництво : підручник. Харків : ХНУ ім. В. Н. Каразіна, 2021. 392 с.
6. Білоцерківський О. Б., Гапоненко О. Є. Methodological recommendations for delivering practical classes of the discipline "Basics of entrepreneurship" : for students of all economic specialties the first (bachelor) level of all forms of education = Методичні вказівки до виконання практичних занять з дисципліни "Основи підприємництва". Харків: НТУ «ХПІ», 2023. 72 с. URI: <http://repository.kpi.kharkov.ua/handle/KhPI-Press/63252>.
7. Білоцерківський О. Б., Шапран Є. М. Методичні вказівки до виконання практичних занять з дисципліни «Технологічне підприємництво та біржова діяльність» : для студентів спец. 076 «Підприємництво, торгівля та біржова діяльність» другого (магістерського) рівня усіх форм навчання. Харків : НТУ «ХПІ», 2021. 48 с. URI: <https://repository.kpi.kharkov.ua/handle/KhPI-Press/32369>.
8. Козловський В. О., Погрішук Б. В. Основи підприємництва. Практикум : навч. посіб. Тернопіль : ТерноГраф, 2005. 297 с.
9. Гапоненко О. Є., Степуріна С. О., Павленко О. К. Прийняття рішення про підприємницьку діяльність на основі підприємницької ідеї // Бізнес Інформ. Харків : ІНЖЕК, 2021. № 9. С. 152–157.
10. Білоцерківський О. Б. Аналіз методів оцінки підприємницького ризику // Вісник Національного технічного університету «ХПІ». Сер. : Економічні науки. Харків : НТУ «ХПІ», 2021. №4. С. 65–70.
11. Білоцерківський О. Б. Генерація та вибір бізнес-ідей у підприємництві // Інформаційні технології: наука, техніка, технологія, освіта, здоров'я: тези доп. XXXI міжнар. наук.-практ. конф. MicroCAD-2022, 17-20 травня 2023 р. Харків: НТУ «ХПІ». С. 690.

Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% Final assessment as a result of final test (20%) and Continuous assessment (80%).

20% Final online test

80% Continuous assessment:

- 50% practical assessment (including problem sheets, reporting on individual work, and case-studies);
- 30% term control (online quiz).

Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by

Date, signature

Head of the department
Yevhen SHAPRAN

Date, signature

Guarantor of the educational
program
Olena PROKHORENKO