



Syllabus Course Program



Entrepreneurship (Entrepreneurial activity)

Specialty

073 - Management

Educational program

Management of organizations and administration

Level of education

Master

Semester

2

Institute

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

Department

Management (204)

Course type

Mandatory

Language of instruction

English

Lecturer and course developer



Olena Sychova

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PhD (Management), associate professor, associate professor of the Department of Management of National Technical University «Kharkiv polytechnic institute»

The author of more than 100 scientific and educational and methodical publications.

Courses: "Fundamentals of international marketing", "Entrepreneurship", "Modern problems of international business".

[More about the lecturer on the department's website](#)

General information

Summary

The student starts studying the educational discipline "Entrepreneurship" after having listened to most of the educational disciplines of humanitarian and professional cycles. The theoretical and methodological basis of the study of the discipline "Entrepreneurship" is the previous educational disciplines: "Venture entrepreneurship", "Marketing", "Management". In turn, knowledge from this discipline ensures the successful assimilation of such educational disciplines as: "Social entrepreneurship", "Controlling entrepreneurial activity", "Assessment of business efficiency" and others, as well as the implementation of trainings, interdisciplinary complex coursework, master's theses. The purpose of teaching this educational discipline is the formation of a system of professional competencies in students regarding the laws of conducting international business, the place, role and influence on the development of the country and its state in the world economy.

Course objectives and goals

The main goal of researching entrepreneurial activity is to create and discover new information that did not exist before, and until the creation process is completed, this information does not exist and cannot be known to anyone, and therefore it is not within human power to make neoclassical decisions about placement in advance resources in accordance with expected costs and benefits.

Format of classes

Lectures, practical classes, individual abstract task. Final control - exam.

Competencies

GK2. Ability to communicate with representatives of others professional groups of different levels (with experts from other fields knowledge/types of economic activity);
GK4. The ability to motivate people and move towards a common goals;
GK5. The ability to act on the basis of ethical considerations (motives).
SC 3. Ability to self-development, lifelong learning and effective self-management; SC 6. Ability to develop and demonstrate leadership qualities them in the process of managing people;
SC7. Ability to develop projects, manage them, identify initiative and entrepreneurship;
SC 8. Ability to use psychological technologies work with personne;
SC 1.1. Ability to choose and use methods and tools of anti-crisis management of organizations;
SC 1.2. Ability to develop and apply criteria for client-oriented management, outsourcing management and organizational effectiveness.

Learning outcomes

PR 04. Justify and manage projects, generate business ideas;
PR11. Demonstrate the skills of situation analysis and communication in various areas of the organization.
PR 06. Have the skills to make, substantiate and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social responsibility;
PR 10. Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional tasks;
PR 12. Be able to delegate authority and management of the organization (subdivision);
PR 13. Be able to plan and carry out informational, methodical, material, financial and personnel support of the organization (unit);
PR 1.1. Demonstrate skills in solving problems related to crisis management in an organisation;
PR 1.2. Identify and apply the criteria for customer-oriented management, outsourcing management and organisational performance;
PR 1.3. Demonstrate management decision-making skills based on corporate social responsibility.

Student workload

The total volume of the discipline is 120 hours (4 ECTS credits): lectures - 32 hours, practical classes - 16 hours, independent work - 72 hours.

Course prerequisites

To successfully pass the course, you must have knowledge and practical skills in the following disciplines: «Leadership and conflict management», « Concepts of sustainable development».

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

Interactive lectures with presentations on the Teams MOffice 365 platform, discussions, practical classes, teamwork, case method, student feedback method, problem-based learning in distance format. Educational materials are available to students on the Google Classroom platform.

Program of the course

Topics of the lectures

Topic 1. Basics of entrepreneurial activity. Enterprise and entrepreneurship.
Topic 2. Objects and subjects of entrepreneurial activity
Topic 3. Types of enterprises and forms of their organization
Topic 4. Market environment of entrepreneurship
Topic 5. Assessment of the company's capabilities and developing a competitive strategy
Topic 6. International entrepreneurship. Investment activity
Topic 7. Management and planning of enterprise activities
Topic 8. Business ethics and communications in entrepreneurship

Topics of the workshops

Topic 1. Identification of personal qualities of an entrepreneur.
Topic 2. Defining the functions of a particular enterprise and identifying the main subjects of business relations of the enterprise.
Topic 3. Categories of enterprises by the purpose of activity and forms of their organisation (situational analysis, case method).

Topic 4. External and internal environment of the enterprise (brainstorming (teamwork) based on a situational exercise to study the environment of the enterprise).

Topic 5. Strategic planning of enterprises under conditions of uncertainty (case study with elements of desk research).

Topic 6. Analysis of forms of business entry into the international market.

Topic 7. Modern tools for managing the activities of enterprises: their types and characteristics.

Topic 8. Research of modern concepts of business communication in entrepreneurship.

Topics of the laboratory classes

Laboratory work within the discipline is not provided.

Self-study

The course involves the completion of an individual essay task through the student's selection of an essay topic from the following list of topics and the presentation of the work:

1. Basic terms and concepts of entrepreneurship, functions and concepts.
2. Development of classical approaches to the definition of objects and subjects of entrepreneurial activity.
3. Search for information on modern forms of organization and implementation of entrepreneurial activity.
4. Study of the business environment of the enterprise.
5. Theoretical aspects of the formation of the marketing policy of communications for the entrepreneurship.
6. The matrix of the Boston Consulting Group.
7. The M. Porter's strategic model.
8. Research of modern methods of entrepreneurial activity entering the international market.
9. Development of an analytical approach to the management of business activities in modern economic conditions.
10. Study of modern methods of communication in relation to business and entrepreneurial activity.
11. The need for comprehensive market research in order to minimize the risks of entrepreneurial activity.
12. Business risks.
13. Types of communications in the implementation of entrepreneurial activity.
14. Business etiquette in entrepreneurship.
15. Ability to conduct business negotiations in different countries.

Course materials and recommended reading

Basic literature

1. Gontareva I.V. Entrepreneurship: a textbook. Kharkiv: V.N. Karazin Kharkiv National University, 2021. 392 p.
2. Kovalenko O.V. Entrepreneurship and its organisational and legal foundations: a textbook for students of II and III courses of economic specialities. Luhansk: Luhansk Taras Shevchenko National University, 2013. 400 p.
3. Antoniuk D.A., Bukharina L.M., Onishchenko O.A., Shishkin V.O.. Entrepreneurship in the modern conditions of Ukraine's development: a textbook. Zaporizhzhia, 2018. 400 p.
4. Social entrepreneurship and socially responsible business in the system of ensuring social security of the population: Monograph. Lutsk: Teren, 2017. 136 p.
5. Principles and methodological foundations of economic development of entrepreneurship. Libra. 2019. 164 p.
6. Boychyk I.M.. Economics of the enterprise: a textbook. 378 p.
7. A.F. Burik. Planning of enterprise activity: a textbook. Kyiv: TSUL, 2016. 260 p.
8. Mitsenko N. G. Economics of the enterprise: theory and practice: a textbook. Lviv: Magnolia 2006, 2015. 688 p.

Additional literature

1. Varnalii Z.S. Fundamentals of entrepreneurship: a textbook. Kyiv: Znannya-Press, 2002. 239 p.

2. Gontareva I.V. Assessment of systemic efficiency of functioning and development of industrial enterprises: monograph. Kharkiv: INJEC PUBLISHING HOUSE, 2011. 480 p.
3. Gaevska L.M. Entrepreneurial activity: textbook / L.M. Gaevska, O.I. Marchenko; State Fiscal Service of Ukraine, University of the SFS of Ukraine. Irpin, 2019. 500 p.
4. Goy I.V., Smelyanska T.P. Fundamentals of entrepreneurial activity: a study guide. Khmelnytskyi, 2012. 245 p.
5. Smentina N.V. Economics and organisation of entrepreneurial activity: a textbook: FOP Guliaeva V.M., 2019. 320 p.

Assessment and grading

Criteria for evaluating success student and distribution of points:

100% of the final grade consists of assessment results in the form of: exam (40%) and current assessment (60%).

40% exam,

60% current assessment:

- 20% assessment of practical tasks
- 20% intermediate control (2 c/w)
- 20% preparation and presentation of the essay

Rating scale

Sum points	National assessment	ECTS
90-100	Perfectly	A
82-89	Fine	B
75-81	Fine	C
64-74	Satisfactorily	D
60-63	Satisfactorily	E
35-59	Unsatisfactorily (further study required)	FX
1-34	Unsatisfactory (needs re-examination)	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

15.08.2023

Head of the department
Olena PROKHORENKO

Guarantor of the educational
program

Oksana MAKOVOZ