



## Syllabus Course Program



# Enterprise Economics

### Specialty

073 - Management

### Institute

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

### Educational program

Business Administration

### Department

Management (204)

### Level of education

Bachelor's level

### Course type

Mandatory

### Semester

3

### Language of instruction

English

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## Lecturers and course developers



### Dmytro Gorovyi

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Doctor of Economics, Professor, Deputy Director of the Educational and Scientific Institute of International Education NTU "KhPI"

The experience of scientific and pedagogical work is more than 20 years. He is the author of more than 100 and educational works, including 10 textbooks and teaching aids, 6 monographs and more than 80 scientific articles. Leading lecturer in the disciplines: "Marketing (English)", "Enterprise Economics (English)", "Capital of the Company (English and Ukrainian)", "Crisis Management (English)".

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

## General information

### Summary

Enterprise economics is a field of applied economics that studies the financial, organizational, market-related, and environmental issues faced by corporations. Economics of the Company encompasses subjects such as the concept of scarcity, product factors, distribution, and consumption.

### Course objectives and goals

Formation of abilities to think independently, to make administrative decisions, to carry out complex economic calculations for effective realization of economic activity at the level of the enterprises.

### Format of classes

Lectures, workshops, consultations, self-study. Final control in the form of exam.

### Competencies

GC03. Ability to abstract thinking, analysis, synthesis.

GC04. Ability to apply knowledge in practical situations

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

GC09. Ability to learn and master modern knowledge.

GC10. Ability to conduct research at the appropriate level.  
SC01 Ability to identify and describe the characteristics of the organization  
SC04. Ability to identify functional areas of the organization and the relationships between them.  
SC12. Ability to analyze and structure the problems of the organization, to form decisions.

### **Learning outcomes**

LO05. To describe the content of the functional areas of the organization.  
LO06. To show skills of search, collecting and analysis of information, calculation of indicators to substantiate management decisions.  
LO13. Communicate orally and in writing form in state and foreign languages  
LO16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.

### **Student workload**

The total volume of the course is 180 hours (6 ECTS credits): lectures - 32 hours, workshops classes - 32 hours, self-study - 116 hours.

### **Course prerequisites**

To complete successfully the course, you must have knowledge and practical skills in the following courses: Macroeconomics, Introduction to specialty.

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

Interactive lectures with presentations, discussions, workshops, teamwork, case-based learning, student-peer feedback, problem-based learning, case-based learning, student-peer feedback, individual and teamwork.

## **Program of the course**

### **Topics of the lectures**

#### **Topic 1. COMPANY AS A BUSINESS ENTITY**

- 1.1. Company concept, its signs
- 1.2. Organizational and legal forms of the company
- 1.3. How businesses are set up and liquidated.

#### **Topic 2. PRODUCTION PROCESS AND TIP PRODUCTIONS**

- 2.1. Production structure
- 2.2. Production types and their study
- 2.3. The production structure of the company

#### **Topic 3. MANAGING THE COMPANY IN THE WORLD ECONOMIC**

- 3.1. Concept, principles, functions and management methods
- 3.2. Decision-making in the management process
- 3.3. The structure and decision-making process.

#### **Topic 4. MAIN FUNDS and ASSETS**

- 4.1. Main funds (company's property)
- 4.2. The essence of fixed assets, their composition and structure
- 4.3. Fixed assets valuation
- 4.4. Depreciation of fixed assets
- 4.5. Accelerated depreciation.

#### **Topic 5. INTANGIBLE RESOURCES AND ASSETS**

- 5.1. Intangible resources
- 5.2. Intangible assets
- 5.3. Assessment of intangible resources.

#### **Topic 6. WORKING CAPITAL**

- 6.1. The essence of working capital, its composition and structure
- 6.2. Determining the need for working capital

6.3. Working capital use.

**Topic 7. LABOUR and COMPANIES' STAFF**

7.1. Classification and staff structure

7.2. Determining the number of different categories of workers

7.3. Income and pay policies.

**Topic 8. SOURCES OF ECONOMIC MEANS FORMATION**

8.1. Sources of own funds

8.2. Sources of borrowed funds

8.3. The company's profit formation.

**Topic 9. PRODUCTION AND COSTS**

9.1. Total cost valuation

9.2 Cost classification

9.3 Production cost estimations.

**Topic 10. SETTING PRICES FOR GOODS**

10.1. Product price structure in Ukraine

10.2. Market type and setting a price

10.3. Price-setting method.

**Topic 11. INVESTING**

11.1. Raising funds from a bank loan

11.2. Raising funds from a commercial loan

11.3. Raising funds using securities.

**Topic 12. BUSINESS MODEL OF THE COMPANY**

12.1. Business process

12.2. Advertising model

12.3. Information model

12.4. Trading model

12.5. Manufacturing model.

**Topic 13. THE COMPANY'S PRODUCTS, ITS QUALITY**

13.1. Overall product performance

13.2 The company's production program

13.3. The organization of quality control service at the enterprise.

**Topic 14. RESULTS AND EFFICIENCY**

14.1. Concepts and types of efficiency

14.2. System of performance indicators

14.3. Efficiency factors.

**Topics of the workshops**

Topic 1. The essence of company and its modern concept

Topic 2. Production types

Topic 3. Management of business environment

Topic 4. Depreciation calculus

Topic 5. Brand valuation

Topic 6. Working capital turnover duration calculus

Topic 7. Staff productivity valuation

Topic 8. The company's profit formation

Topic 9. Production cost estimations

Topic 10. Price-setting valuation

Topic 11. Investing calculus

Topic 12. Functional model of the company

Topic 13. Product quality and its valuation

Topic 14. Efficiency valuation

**Topics of the laboratory classes**

Laboratory classes within the course are not provided.

## Self-study

The course involves completing an individual assignment in the form of course project. It consists of several tasks due to the topics of the discipline.

## Course materials and recommended reading

### Compulsory materials

1. Ricketts, Martin (2019). *The Economics of Business Enterprise. An Introduction to Economic Organisation and the Theory of the Firm*, Fourth Edition. Cheltenham, Edward Elgar Publishing. ISBN 978 1 78536 092 3
2. Baye, Michael R. (2010) *Managerial Economics and Business Strategy*, 7th Edition, New York, McGraw-Hill Companies, Inc. ISBN 978-0-07-337596-0
3. Sharma, Kal Renganathan (2015). *An Introduction to Engineering Economics*. Chennai, Cognella Academic Publishing. ISBN 13: 978-1-60650-709-4
4. De Angelis, Roberta (2018) *Business Models in the Circular Economy. Concepts, Examples and Theory*. Exeter, Springer International Publishing AG. ISBN: 978-3-319-75126-9
5. McConnell, Campbell R. Brue, Stanley L., Macpherson, David A. (2017) *Contemporary Labor Economics*. New York, McGraw-Hill Education. ISBN 13: 978-1-259-29060-2
6. Douma, Sytse, and Schreuder, Hein (2017) *Economic Approaches to Organizations*. Sixth edition, London, Harlow, Pearson Education Limited. ISBN 978-1-292-12890-0

### Additional materials

7. Ziegler, Michael R. Byleen, Karl E. (2015) *Calculus for Business, Economics, Life Sciences, and Social Sciences*. Boston, Pearson Education, Inc. ISBN 13: 9 78-0-321-86983-8
8. Baumohl, Bernard (2013). *The secrets of economic indicators: hidden clues to future economic trends and investment opportunities*. New Jersey, Pearson Education, Inc. ISBN 13: 978-0-13-293207-3
9. Sloman, John, Garratt, Dean, Guest, Jon, and Jones, Elizabeth (2016). *Economics for Business*. Seventh Edition. Harlow, Pearson Education Limited. ISBN 978-1-292-08210-3
10. Vernardakis, Nikos (2016). *Innovation and Technology. Business and economics approaches*. New York, Routledge, Taylor & Francis Group. ISBN 978-0-415-67679-3
11. Baye, Michael R., and Prince, Jeffrey T. (2014). *Managerial economics and business strategy*. New York, McGraw-Hill/Irwin. ISBN 13: 978-0-07-352322-4
12. Brickley, James A., Smith, Clifford W., Zimmerman, Jerold L., and Simon, William E. (2015). *Managerial Economics and Organizational Architecture*, New York, McGraw-Hill Education. ISBN 978-0-07-352314-9

## Assessment and grading

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

- 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%).  
40% Final exam.  
60% Continuous assessment:
- 25% practical assessment;
  - 25% individual assignments (including problem sheets, reporting on fieldwork, and peer small group presentations)
  - 10% mid-term control (2 online tests).

### 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**  
Olena PROKHORENKO

Date, signature

**Guarantor of the educational program**  
Olena PROKHORENKO