



Syllabus Course Program

Entrepreneurship



Specialty

073 - Management

Institute

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

Educational program

Business administration (in English)

Department

Management (204)

Level of education

Master's level

Course type

Mandatory, professional training

Semester

2

Language of instruction

English

Lecturer and course developer



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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 120 scientific and educational and methodical publications.

Courses: "Fundamentals of international marketing", "Entrepreneurship", «Cross-cultural management and business ethics".

[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 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

GC1. The ability to conduct research at the required level

GC4. The ability to motivate people and to move towards a common goal;

GK6. The ability to generate new ideas (creativity);

SC7. The ability to develop and manage projects, take the initiative and demonstrate entrepreneurial capability;

SC 11. The ability to identify the needs of target market segments and find the most effective ways to satisfy consumers.

Learning outcomes

LO 03. To design effective management systems for organizations;

LO 04. To justify and manage projects, generate entrepreneurial ideas;

LO13. To be able to plan and provide informational, methodological, material, financial and staffing support for an organization (unit)

LO14. To be able to design products and services that best meet the needs of target market segments.

Student workload

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

Course prerequisites

To successfully pass the course, you must have knowledge and practical skills in the following courses: «Marketing management», «Management of Organizations». «Self management, leadership and conflict management»

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

Interactive lectures with presentations on the Teams MOOffice 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 and Teams MOOffice 365 platform.

Program of the course

Topics of the lectures

Lecture 1. (Topic 1) Basics of entrepreneurial activity. Enterprise and entrepreneurship.

1. Entrepreneurship as a special type of economic activity. Essential features of entrepreneurship, conditions and principles of its implementation.
2. Formation and formation of the theory of entrepreneurship. Scientific studies of the phenomenon of entrepreneurship.

Lecture 2. (Topic 2) Objects and subjects of entrepreneurial activity

1. Business entities
2. Business objects
3. Types of entrepreneurship

Lecture 3. (Topic 3) Types of enterprises and forms of their organization

1. The concept and characteristic features of the enterprise, the main directions of its activity.
2. Organizational and economic features, types and associations of enterprises, their characteristics.
3. Concept of business partnership and their types.
4. General characteristics of business and economic activity.

Lecture 4. (Topic 4) Market environment of entrepreneurship

1. The concept of an enterprise as a socio-economic system.
2. The internal environment of the organization and its components.
3. External environment of direct influence.
4. External environment of indirect influence.
5. Competitive business environment.

Lecture 5. (Topic 5) Assessment of the company's capabilities and developing a competitive strategy

1. Information in business.
2. Modern methods of analysis and planning in entrepreneurship.
3. Assessment of business ideas

4. Sources of business financing.
5. Grant funding.
6. Investing in entrepreneurship

Lecture 6. (Topic 6) International entrepreneurship. Investment activity

1. The essence of international business activity
2. The main features of international entrepreneurial activity and the reasons for its formation
3. Development of international business activity in the conditions of globalization
4. International classification of forms of business organization
5. Modern models of international business organization

Lecture 7. (Topic 7) Management and planning of enterprise activities

1. Planning of business activities
2. Business planning
3. Strategic planning
4. Modern organizational forms of entrepreneurship
5. Management of business activities in the conditions of competition in the domestic and foreign markets.

Lecture 8. (Topic 8) Business ethics and communications in entrepreneurship

1. Organizational culture of an entrepreneur-manager
2. Peculiarities of communications in the organization's team
3. Modern communication tools
4. Communicative features of international business communication in entrepreneurship

Topics of the workshops

Topic 1. (Workshops 1,2)

Identification of personal qualities of an entrepreneur (situational analysis, case method).

Topic 2. (Workshops 3,4)

Defining the functions of a particular enterprise and identifying the main subjects of business relations of the enterprise (case study with elements of desk research).

Topic 3. (Workshops 5,6)

Categories of enterprises by the purpose of activity and forms of their organisation (situational analysis, case method).

Topic 4. (Workshops 7,8)

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

Topic 5. (Workshops 9,10)

Strategic planning of enterprises under conditions of uncertainty (case study with elements of desk research, control work № 1.)

Topic 6. (Workshops 11,12)

Analysis of forms of business entry into the international market. (situational analysis, case method).

Topic 7. (Workshops 13,14)

Modern tools for managing the activities of enterprises: their types and characteristics (case study with elements of desk research, control work № 2)

Topic 8. (Workshops 15,16)

Reports of students on the presentation of individual works

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. Corporate social responsibility.
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.
16. Entrepreneurship as a special type of economic activity. Essential features of entrepreneurship, conditions and principles of its implementation.
17. Formation and development of the theory of entrepreneurship. Scientific studies of the phenomenon of entrepreneurship.
18. Social entrepreneurship.
19. Development of international business activity in the conditions of globalization.
20. Modern models of international business organization.
21. The internal environment of the organization and its components.
22. Competitive business environment.
23. Entrepreneurship environment.
24. Business planning in entrepreneurship.
25. Planning of enterprise activities.
26. Entrepreneurial idea and the mechanism of its implementation.
27. Entrepreneurial capital and sources of its financing.
28. Grant financing of entrepreneurship.
29. Business investment.
30. Information in the communicative process in entrepreneurial activity.

Course materials and recommended reading

1. Paul Burns, *Entrepreneurship and Small Business: a textbook*, Bloomsbury, 2022, 584p.
2. Barbara Pavey, Margaret Meehan, *Entrepreneurship, Dyslexia, and Education: Research, Principles, and Practice: a textbook*, Taylor & Francis, 2022, 290p.
3. Paul Burns, *Corporate entrepreneurship and innovation: a textbook*. Red globe press, 2020, 459p.
4. Xiaozhou Xu. *Introduction to Entrepreneurship: Methodologies and Practices: monograph*. Springer Nature Singapore Pte Ltd. 2020. 480 p.
5. *Methodological recommendations to perform independent, individual and practical work of the course «Entrepreneurship» for students pursuing a master's degree in "073 Management" / Compilers: O.V. Prokhorenko, O. E. Sychova, D. A. Gorovyi: Kharkiv: NTU «KhPI», 2023. 19 p.*
6. Andrew Clark, *Entrepreneurial Attributes: Accessing Your Inner Entrepreneur for Business and Beyond: a textbook*, Taylor & Francis, 2024, 66p.
7. John Bessant, Djoie Tidd, *Innovation and Entrepreneurship: a textbook*, Wiley. John Wiley & Sons, LTD, 2015, 544p.
8. Peter F. Drucker. *Innovation and entrepreneurship: a textbook*. First Harper Business edition published 1993 . 378 p.
9. Varnalii Z.S. *Fundamentals of entrepreneurship: a textbook*. Kyiv: Znannya-Press, 2022. 239 p.
10. Westerman, G., Bonnet, D., and McAfee. *Leading Digital: Turning Technology into Business Transformation*. Harvard Business Review Press. 2014. 456p.
11. Goy I.V., Smelyanska T.P. *Fundamentals of entrepreneurial activity: a study guide*. Khmelnytskyi, 2012. 245 p.
12. 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		F

Unsatisfactory (needs re-examination)

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



Head of the department
Olena PROKHORENKO

August 28, 2024

Guarantor of the educational
program



Pavlo BRIN

August 28, 2024