

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ



ІТ-ПІДПРИЄМНИЦТВО

робоча програма навчальної дисципліни

Галузь знань	Усі
Спеціальність	Усі
Освітній рівень	перший (бакалаврський)
Освітня програма	Усі

Статус дисципліни	вибіркова
Мова викладання, навчання та оцінювання	англійська

Завідувач кафедри
Менеджменту та бізнесу

Тетяна ЛЕПЕЙКО

Харків
2022

APPROVED

at the meeting of the Management and Business Department
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**Sheet of renewal and re-approval
of the academic discipline syllabus**

Academic year	Date of the department meeting – developer of the syllabus	Protocol number	Sign of the Head of the department

Abstract of the educational discipline

The program of studying the discipline “IT entrepreneurship” is compiled according to the educational program of preparation of bachelors. The educational discipline “IT entrepreneurship” belongs to the cycle of selective professionally oriented disciplines of bachelor's training.

In the process of learning, students acquire the necessary knowledge during lectures, perform tasks related to the practical application of the acquired knowledge. The study of the theoretical provisions of the educational discipline “IT entrepreneurship” requires their consolidation with the help of practical classes, and this constitutes a significant part of the discipline.

The purpose of the educational discipline “IT entrepreneurship” is formation of competencies in students of higher education for conceptual understanding the foundations for functioning of enterprises of different ownerships in the IT industry, acquiring skills of creating your own business justification, and improving the efficiency of business management in market conditions.

The objectives of the academic discipline are:

studying of the organizational foundations of entrepreneurial activity;

mastering the basic principles and rules of business regulation in modern conditions;

development of the skills of justifying the choice of the most attractive areas of entrepreneurship in different conditions;

acquisition of theoretical knowledge regarding the legislative regulation of the creation and organization of enterprise activities;

choosing the organizational and legal form of the enterprise, conducting one's own business;

study of systems of taxation of entrepreneurial activities of natural persons;

studying the features of developing a business plan;

study of the peculiarities of the organization of entrepreneurial activity by natural persons.

The subject of the educational discipline is the theoretical concepts of entrepreneurship, the methodology of IT entrepreneurship.

Characteristics of the educational discipline

Course	1
Semester	2
Number of credits ECTS	5
Final assessment	Pass

Structural logical scheme of studying the educational discipline:

Prerequisites	Postrequisites
Microeconomics	Finance
Macroeconomics	Marketing
Computer Science	Strategic management

Competences and learning outcomes in the educational discipline

Competences	Learning outcomes
1	2
Ability to highlight peculiarities of the entrepreneurship in the current conditions of the Ukrainian market.	Knowledge and understanding of the peculiarities of doing business, content of entrepreneurship.
Ability to choose the types of entrepreneurial activities in solving organizational and managerial tasks.	Knowledge and understanding of the differences between types of entrepreneurial activity.

Ability to organize own business activities in the modern IT sector	Skills to organize business taking into account peculiarities of IT sector.
Ability to carry out the selection of necessary information according to the Ukrainian accounting and tax legislation	Knowledge and understanding of the Ukrainian accounting and tax legislation.
Ability to determine the main financial performance of the enterprise and evaluate their dynamics.	Knowledge and understanding of the evaluating activities methodology.
Ability to develop business plan.	Knowledge and understanding of the essence of business planning. Skills to develop business plan.

The program of the educational discipline

Content module 1. Organizational and legal aspects of entrepreneurship.

Theme 1. Essence of entrepreneurship. The key types of the entrepreneurial activity.

The concept of entrepreneurial activity. The environment of the enterprise. Internal and external environment of the enterprise. Features of business development in the information economy. The personality of the entrepreneur and his quality. Classification of enterprises and their features in modern business.

Theme 2. Entrepreneurial ideas and methods of their implementation.

The concept of “entrepreneurial idea”, its meaning. Sources of formation of new ideas. Methods of generating entrepreneurial ideas and calculating their success. Business Solutions Sphere and Technology. Economic methods of entrepreneurial decisions.

Ability to choose types of entrepreneurial activity when solving organizational management tasks.

Theme 3. Registration of enterprises of various forms of ownership and organization of production of goods and services.

Types of enterprises in Ukraine. Statutory fund requirements. The order of registration of enterprises in Ukraine. The constituent and registration documents. Reservation of the company name. Requirements for founders in different organizational forms of enterprises.

Features of creation of enterprises of different forms of ownership.

The cost of registration of legal entities and individuals. Features of registration of joint-stock companies, limited liability companies, private enterprises, limited partnerships and more. Amendments to the constituent documents.

Rights, duties and responsibilities of an entrepreneur. Small and medium-sized business in the modern economy.

Production costs. Profit. Rate of return. The price of the product. Pricing methods.

Theme 4. Sources of financing of business activity.

Own, borrowed and attracted sources of financing of business activity.

Lending to enterprises of different forms of ownership. Types of loans. Bank lending. Principles and conditions of crediting. Requirements for documents required for obtaining a loan.

Cost of borrowed funds.

Features of security. Financing your business at your own expense. Equipment leasing as an alternative to credit. Venture Financing: Essence, Features and Opportunity.

Theme 5. Business taxation, accounting and reporting. Franchising.

General and simplified system of taxation, accounting and reporting of business activities.

Features for legal entities of different forms of ownership and individuals. Single tax for legal entities and individuals. Features of accounting and reporting for legal entities and individuals.

The order and forms of accounting at enterprises.

Types of taxes. Tax benefits in various fields of activity. Penalties. Controls and supervisors, types of inspections.
Franchising.

Content module 2. Peculiarities of doing business in IT industry.

Theme 6. General characteristics of IT entrepreneurship and types of technical business.

The structure and trend of demand for IT products and services. Key consumers and suppliers of IT products and services. Market dynamics. Mergers and acquisitions. Logistic chains in IT and their participants. Vendors and their partners. Alliances and partnerships of companies. Franchises. Ownership structure in the IT business. The main organizational forms of IT business. IT innovations and startups. The role of investors. The main activities of startups. The main types of IT business.

Theme 7. Business models for IT industry.

Approaches to doing business in the IT area. Definition of business model. The structure of business model.

Categories of internet-based business. What Is A Business Model? E-Business concept. E-business models.

Theme 8. Business-planning. Features of taxation in the IT industry.

The essence and purpose of Business-planning. Content and structure of business plan.

Types of business plans. The elements of business plan.

Tips for business planning. Presentation of business plan.

Theme 9. Electronic business is an environment of entrepreneurial activity.

Problems of organizing business processes in the Internet environment. Principles of integration of real sector enterprises into the information economy.

Using e-commerce models.

Theme 10. Marketing of IT projects and peculiarities of evaluation of Internet business.

Place and role of marketing in IT company. Key business models in IT and their marketing needs.

Marketing communications on the Internet. Features of marketing communications on the Internet.

Website as the basis of Internet communications. Internet advertising. Planning advertising campaign.

Assessment of the effectiveness of projects based on financial results. Assessment of quantitative and qualitative indicators of business. Intellectual property and its assessment.

The list of practical (seminar) classes, as well as questions and tasks for individual work is given in the table “Rating-plan of the educational discipline”.

Teaching and instruction methods

In the process of teaching the educational discipline “IT entrepreneurship” for the implementation of the defined competencies of the educational program and the activation of the educational process in lectures/practical classes, the use of such teaching methods as: lecture-discussions (Topics 1 –10), work in small groups (Topic 2, Topic 5, Topics 7 – 10), presentations (Topic 2, Topic 5, Topic 7), illustrations (Topics 1 –10), case-study (Topic 2; Topic 6), various individual (Topics 1 – 10) and group works (Topic 2, Topic 5).

During lectures and practical classes, the following teaching methods are used: explanatory and illustrative, reproductive, problem-based teaching, partially research-based, research teaching methods.

The system of the study results assessment

S. Kuznets KhNUE uses a cumulative (100-point) assessment system. Assessment is carried out on the following types of control:

current control – is carried out during the semester during the lectures, seminars and laboratory studies and estimated by the amount of points scored (maximum score – 100 points, minimum score that allows the student to get credit – 60 points);

final/semester control – is conducted in the form of a semester credit in accordance with the schedule of the educational process.

Credit is set as the total amount of points, which were scored on the results of the current control.

Current control includes the assessment of students during:

competence-oriented task on topics – the ability to combine theory with practice when considering situations; logic, structure, style of presentation of the material when performing in the audience, the ability to justify their position (maximum score – 10 points (two competence-oriented tasks during the semester, total maximum number of points – 20));

presentation – the ability to generalize information and draw conclusions; ability to plan and evaluate certain problematic issues; logic, structuring and validity of conclusions on a specific problem; literacy of material submission (maximum score – 5 points (three presentations during the semester, the total maximum number of points – 15));

express tests on topics – the use of analytical approaches; quality and clarity of reasoning; style of presentation of material in written works; independence of work performance; use of methods of comparison, generalization of concepts and phenomena; registration of work (estimated at 5 points (two express tests during the semester – the total maximum number of points – 10));

presentation of individual task (project) – the ability to generalize information and draw conclusions; the ability to plan and assess the risks of implementing project ideas; logic, structuring and validity of conclusions on a specific idea / project; literacy of material submission (maximum score – 25 points);

written control works – degree of assimilation of actual material; logic, structure of material presentation; the presence of their own point of view, position on a particular issue and ability to substantiate it; quality and clarity of reasoning (maximum score that a student can receive – 30 points (one written control work during the semester – the total maximum number of points – 30)).

Independent work includes:

- 1) study of theoretical material from the previous lecture before each subsequent lecture;
- 2) collection, generalization, processing of information necessary for active work in practical classes.

The final control (execution of a written final test) of students' knowledge and competencies in the educational discipline is a check of the student's understanding of the program material as a whole, the relationships between individual sections, the ability to use the accumulated knowledge, the ability to formulate one's attitude to the problems of the educational discipline. It covers the program of the discipline and provides for determining the degree of mastery of competencies by students, diagnosis of the level of their theoretical training. The maximum score a student can receive is 30 points (one final written control work during the semester).

The procedure for the current assessment of students' knowledge.

Assessment of student's knowledge during seminars, practical classes and individual tasks is carried out according to the following criteria:

- understanding, degree of assimilation of the theory and methodology of the problems under consideration; the degree of assimilation of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory with practice when considering production situations in the process of performing individual tasks and tasks submitted for consideration in an audience;

- to generalize information and make conclusions; the ability to explain alternative views and the presence of their own point of view, the position on a certain problematic issue; application of

analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions on a specific problem; independence of work; literacy of presentation of the material; use of comparison methods, generalizations of concepts and phenomena; registration of work.

The general criteria for evaluating individual work of students are: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge on specific topics, the ability to make sound conclusions, the possession of categorical apparatus, skills and techniques for the implementation of practical tasks, the ability to find the necessary information, carry out its systematization and processing, self-realization on practical and seminars.

The final/semester control. The student should be considered certified if the sum of the points earned on the results of the current control is equal to or exceeds 60 points. The student can not be considered certified if the sum of the points earned on the results of the current control is equal to 59 and less points.

Forms of assessment and distribution of points are given in the table “Rating-plan of the educational discipline”.

Rating-plan of the educational discipline

Topic	Forms and types of studying	Form of evaluation	Max points
1	2	3	4
Content module 1. Organizational and legal aspects of entrepreneurship.			
Topic 1	<i>Classroom work</i>		
	Lecture 1 on questions: The concept of entrepreneurial activity. The environment of the enterprise. Internal and external environment of the enterprise. Features of business development in the information economy. The personality of the entrepreneur and his quality. Classification of enterprises and their features in modern business.	Active work	
	Practical class 1. Determination of the relevant criteria of an entrepreneur and a successful business.	Performing a practical task	
	<i>Individual work</i>		
	Study of lecture material, preparation for practical class		
Topic 2	<i>Classroom work</i>		
	lectures 2 and 3 on questions: The concept of “entrepreneurial idea”, its meaning. Methods of generating entrepreneurial ideas and calculating their success. Business Solutions Sphere and Technology. The main steps of preparation for entrepreneurial activity.	Active work	
	Practical class 2. Seminar class on the topic “Stories of enterprising entrepreneurs”. Practical class 3. Business game “Features of generating business ideas and determining their effectiveness”.	Presentation	5
	<i>Individual work</i>		
	Study of lecture material, preparation for practical class		

	<i>Classroom work</i>		
Topic 3	Lectures 4 and 5 on questions: Types of enterprises in Ukraine. The order of registration of enterprises in Ukraine. Features of creation of enterprises of different forms of ownership. Rights, duties and responsibilities of an entrepreneur. Small and medium-sized business in the modern economy. Production costs. Profit. Rate of return. The price of the product. Pricing methods.	Active work	
	Practical class 4. Selection of optimal organizational and legal structures for various types of enterprises. Practical class 5. Estimating the costs of the enterprise and forming the price of the product/service.	Solving competence-oriented tasks	10
	<i>Individual work</i>		
	Study of lecture material, preparation for practical class		
	<i>Classroom work</i>		
Topic 4	Lecture 6 on questions: Own, borrowed and attracted sources of financing of business activity. conditions of crediting. Features of security. Financing your business at your own expense. Equipment leasing as an alternative to credit. Venture Financing: Essence, Features and Opportunity.	Active work	
	Practical class 6. Peculiarities of calculating and using an overdraft loan.	Performing a practical task	
	<i>Individual work</i>		
	Study of lecture material, preparation for practical class		
	<i>Classroom work</i>		
Topic 5	Lectures 7 and 8 on questions: General and simplified system of taxation, accounting and reporting of business activities. Features of accounting and reporting for legal entities and individuals. The order and forms of accounting at enterprises. Types of taxes. Franchising.	Express-test	5
	Practical class 7 and 8. Solving the problem of choosing a company for franchising.	Presentation	5
	<i>Individual work</i>		
	Study of lecture material, preparation for practical class		

Content module 2. Peculiarities of doing business in IT industry			
Topic 6	<i>Classroom work</i>		
	Lecture 9 on questions: The structure and trend of demand for IT products and services. Key consumers and suppliers of IT products and services. Market dynamics. The main organizational forms of IT business. IT innovations and startups. The main activities of startups.	Active work	
	Practical class 9. Seminar class: “Trends of the IT industry: “hot” and “dead” areas”.	Performing a practical task	
	<i>Individual work</i>		
	Study of lecture material, preparation for practical class		
Topic 7	<i>Classroom work</i>		
	Lecture 10 on questions: Approaches to doing business in the IT area. Definition of business model. The structure of business model. Categories of internet-based business. E-Business concept. E-business models.	Active work	
	Practical class 10. Carrying out tasks related to Internet business and considering electronic business models.	Presentation	5
	<i>Individual work</i>		
	Study of lecture material, preparation for practical class		
Topic 8	<i>Classroom work</i>		
	Lecture 11 on questions: The essence and purpose of Business-planning. Content and structure of business plan. Types of business plans. The elements of business plan. Tips for business planning.	Express-test	5
	Practical class 11. Completing tasks related to compilation and reporting at an IT company.	Performing a practical task	
	<i>Individual work</i>		
	Study of lecture material, preparation for practical class		
Topic 9	<i>Classroom work</i>		
	Lectures 12 and 13 on questions: Problems of organizing business processes in the Internet environment. Principles of integration of real sector enterprises into the information economy. Using e-commerce models.	Active work	
	Practical class 12. Solving practical tasks regarding the choice of e-commerce models, e-commerce organization. Практичне заняття 13. Problems of organizing business processes in the Internet environment. Using e-commerce models.	Solving competence-oriented tasks	10
	<i>Individual work</i>		
	Study of lecture material, preparation for practical class		

<i>Classroom work</i>			
Topic 10	Lectures 14 and 15 on questions: Place and role of marketing in IT company. Key business models in IT and their marketing needs. Marketing communications on the Internet. Assessment of the effectiveness of projects based on financial results. Intellectual property and its assessment.	Writing control work	30
	Practical class 14 and 15. Assessment of the effectiveness of projects based on financial results. Assessment of quantitative and qualitative indicators of business. Intellectual property and its evaluation.	Presentation of individual task (project)	25
<i>Individual work</i>			
	Study of lecture material, preparation for practical class		

Recommended books and resources

Main:

1. Basic lecture notes: IT entrepreneurship / I. M. Pererva // S. Kuznets KhNUE PTS website [Electronic resource]. – Access mode: <https://pns.hneu.edu.ua/course/view.php?id=8355>.
2. Carpenter K. Introduction to entrepreneurship. - Kwantlen Polytechnic University, 2021 [Electronic resource]. – Access mode: <https://open.umn.edu/opentextbooks/textbooks/1111>.

Additional:

3. Lewrick M. The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems / M. Lewrick. – NY: Wiley, 2018. – 352 p.
4. Soltanifar M. Digital Entrepreneurship. Impact on Business and Society / M. Soltanifar, M. Hughes, L. Göcke. – Springer, 2021. – 340 p.
5. Swanson L. Entrepreneurship and Innovation Toolkit / L. Swanson. – OPENPRESS.USASK.CA, 2017. – 98 p.
6. Yun J. Business Model Design Compass: Open Innovation Funnel to Schumpeterian New Combination Business Model Developing Circle (Management for Professionals) / J. Yun. – NY: Springer, 2017. – 248 p.
7. Карпюк Г. І. Основи підприємництва: навчальний посібник для здобувачів професійної (професійно-технічної) освіти. [Electronic resource]. – Access mode: [https://mon.gov.ua/storage/app/media/pto/2021/04/19/Osnovy%20 pidpryyemnytstva.pdf](https://mon.gov.ua/storage/app/media/pto/2021/04/19/Osnovy%20pidpryyemnytstva.pdf) (Дата звернення: 21.0./21).

Information resources:

8. IT entrepreneurship: course page on the PNS (Moodle platform) – Access mode : <https://pns.hneu.edu.ua/course/view.php?id=8355>.
9. Electronic catalog of the V. I. Vernadsky National Library of Ukraine. – Access mode : www.nbu.gov.ua.
10. Electronic catalog of V. G. Korolenko Kharkiv State Scientific Library. – Access mode : <http://korolenko.kharkov.com>.