

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY
OF ECONOMICS**

Syllabus
of the academic discipline
**"ENTREPRENEURSHIP
AND BUSINESS CULTURE"**
for full-time students of training direction
6.140103 "Tourism"

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A thematic plan of the academic discipline and its content by modules and themes are given. Plans of lectures, practical studies and seminars, materials for consolidation of knowledge (self-study, test questions), guidelines for assessment of students' knowledge, professional competences a student should have after studying the academic discipline are contained.

Recommended for students of training direction 6.140103 "Tourism".

Подано тематичний план навчальної дисципліни та її зміст за модулями й темами. Вміщено плани лекцій, практичних, та семінарських занять, матеріали для закріплення знань (самостійну роботу, контрольні запитання), методичні рекомендації щодо оцінювання знань студентів, професійні компетентності, якими повинен володіти студент після вивчення навчальної дисципліни.

Рекомендовано для студентів напряму підготовки 6.140103 "Туризм".

Introduction

Conditions of managing modern enterprises set new goals and tasks to their management and require decision-making regarding the organization and doing business in a changing environment. Development is becoming increasingly important for various business forms.

Business development is considered in the syllabus according to the organizational and legal forms.

Small and medium-size businesses (SMB), which began to develop in the last twenty years require certain methods. This trend requires new knowledge, especially in relation to organizational and business aspects, managers and entrepreneurs who set up their own business.

The academic discipline "Entrepreneurship and Business Culture" refers to the cycle of selective humanitarian academic disciplines with social and economic orientation for full-time students of training direction 6.140103 "Tourism".

1. Description of the Academic Discipline

Name of indicators	Subject area, training direction, academic and qualification level	Characteristics of the academic discipline	
Number of credits: 3	Subject area 1401 "The Sphere of Service"	Full-time education	
Modules: 2	Training direction 6.140103 "Tourism"	Year of study	
Content modules: 2		3rd	
Individual scientific and research task: "Calculation of costs for opening new businesses"		Semester	
Total number of hours: 108		6th	
Weekly hours for full-time study: classroom: 2; independent work of students: 4		Academic qualification: Bachelor	Lectures
	16 hours		
	Practical classes, seminars		
	18 hours		
	Laboratory work		
	–		
	Independent work		
	74 hours		
	Including ISRT		
	18 hours		
Type of control			
Test			
4 hours			

2. The Aims and Objectives of the Academic Discipline

The aim of the academic discipline is the formation of basic knowledge about entrepreneurship, understanding the conceptual foundations for the functioning of enterprises of different ownership, acquisition of skills in justifying and starting their own business.

To achieve the aim the following **objectives** are set:

familiarizing students with the basic categories of business activities;

acquisition of theoretical knowledge and practical skills in order to create and eliminate various forms of ownership;

mastering the basics of contractual relations, licensing and patenting of economic activity;

practical application of knowledge about forming relationships with an external environment;

justifying the use of different sources of financing enterprises;

acquisition of knowledge about business cultures.

"Entrepreneurship and Business Culture" is the academic discipline which studies the tools of economic substantiation of entrepreneurial activity of enterprises of different ownership.

The object of the academic discipline is the economic system and processes reflecting various aspects of entrepreneurship.

The subject of the academic discipline is characteristics and patterns of creation and functioning of enterprises in different areas of entrepreneurial activity.

A student starts the studying of this academic discipline having listened to most humanitarian disciplines and professional cycles. Theoretical and methodological bases for the study of the academic discipline are such subjects as: "Macroeconomics", "Microeconomics", "Banking", "Management", "Economic Analysis", "Forecasting", "Statistics". In its turn, knowledge of the academic discipline ensures successful assimilation of such disciplines as: "Statistics", "Essentials of Management Consulting", "Consulting in Innovation", "Management of Development", as well as performance training, comprehensive interdisciplinary coursework, undergraduate and master's theses.

When studying the academic discipline, students receive the necessary knowledge during lectures and practical tasks. The most difficult questions are presented for review and discussion during the seminars. Also of great importance in the process of learning and consolidation of knowledge is students' self-study. All kinds of activities are designed according to the credit-modular system of the educational process.

As a result of studying the academic discipline the student must:

know:

the definition of the subject, the content, objectives and types of business;

the definition and characterization of entrepreneurship methods;

the main provisions of the legal framework of doing business;

the methods of promotional business activities;

be able to:

determine the purpose and program of entrepreneurship, understand the difference between types of business in addressing organizational and management tasks;

implement basic methods of registration and running one's own business;

select relevant information according to Ukrainian legislation, accounting and taxation;

make analysis of the company and the development of the advertising campaign to increase the market share of an enterprise;

identify key financial performance indicators and assess them in dynamics.

In the process of teaching attention is focused on mastering professional competences listed in Table A.1.

The structure of the components of professional competences according to the National Qualifications Framework of Ukraine is placed in Appendix A.

Qualification requirements to students

The academic discipline is selective for training direction 6.140103 "Tourism".

A training base is required prior to studying the academic discipline.

To study the academic discipline students need to master the knowledge and skills in the field of economic theory, microeconomics and macroeconomics, higher mathematics.

When studying the academic discipline, students receive the necessary knowledge at lectures and practical classes. The most difficult issues are submitted for review and discussion during the seminars. Also of great importance in the process of learning and consolidation of knowledge is self-study of students.

In the process of studying the academic discipline students must form professional competences that are listed in Table 2.1.

Table 2.1

Competencies that bachelor's degree students of training direction "Tourism" should gain as a result of studying the academic discipline

The name of the theme	Competence
1	2
Content module 1. The organizational aspects of entrepreneurship	
<i>Theme 1.</i> The essence of entrepreneurship. The main business activities	The ability to justify the chosen organizational and legal structure of any enterprise. The ability to consider the impact of environmental factors on the activity of enterprises of various spheres. The ability to use a variety of sources to form an information security management organization
<i>Theme 2.</i> Entrepreneurial ideas and methods of their implementation	The ability to formulate business ideas. The ability to implement business ideas. The ability to control inventory levels, their timely replenishment in the company. The ability to introduce the distribution of all types of resources in time and space and their optimum ratio

Table 2.1 (continuation)

1	2
<i>Theme 3.</i> Registration of enterprises of different forms of ownership	<p>The ability to determine the stage of registration of enterprises of different ownership.</p> <p>The ability to determine a particular legal form of organization for different industries.</p> <p>The ability to define a scheme of registration of any entity.</p> <p>The ability to calculate the registration costs for a new company</p>
<i>Theme 4.</i> Licensing and patenting activity	<p>The ability to determine the need for licensing of certain types of business.</p> <p>The ability to determine the need for patenting of enterprises</p>
<i>Theme 5.</i> Order of liquidation and termination of activity of the enterprise	<p>The ability to determine the need for reorganization of the company. The ability to conduct liquidation procedure of the company.</p> <p>The ability to determine the need for suspension of enterprises.</p> <p>The ability to conduct rehabilitation procedure of the company.</p> <p>The ability to draft stages of reorganization or readjustment of enterprises.</p> <p>The ability to calculate the costs of the reorganization, procedures</p>
<i>Theme 6.</i> Sources of financing business activities	<p>The ability to identify sources of financing business activities.</p> <p>The ability to calculate interests on different types of loans.</p> <p>The ability to take loans for setting a business.</p> <p>The ability to determine the effectiveness of the operation of enterprises and optimize costs.</p> <p>The ability to justify the need for internal and external funding</p>
Content module 2. Other aspects of the business	
<i>Theme 7.</i> Taxation, accounting and reporting for business	<p>The ability to select your form of taxation of any kind of an enterprise.</p> <p>The ability to monitor the preparation and conduct the company accounts.</p> <p>The ability to conduct tax-paying accounting and control.</p> <p>The ability to control the costs and loss of organizational formation</p>
<i>Theme 8.</i> Regulatory and supervisory authorities	<p>The ability to choose methods to maximize profits.</p> <p>The ability to determine the effectiveness of the enterprise functioning</p>
<i>Theme 9.</i> The risks of doing business	<p>The ability to determine the risk for certain types of enterprise.</p> <p>The ability to develop specific measures to reduce the impact of different types of risks on business.</p> <p>The ability to calculate production costs and optimize expenditures</p>

Table 2.1 (the end)

1	2
<i>Theme 10.</i> Protection of business and entrepreneurial secrecy	The ability to study specific steps to protect entrepreneurial secrets. The ability to determine measures to protect the business. The ability to identify in fair competition and determine the measures to combat it
<i>Theme 11.</i> Advertising in entrepreneurial activities	The ability to create an advertising campaign aimed at consumers. The ability to create an image of the company to justify its development
<i>Theme 12.</i> The essence of the concept of business culture	The ability to create a single corporate style. The ability to overcome business conflicts that arise in an organization. The ability to create a corporate culture and business ethics of the enterprise
<i>Theme 13.</i> Business and professional ethics	The ability to conduct business meetings and correspondence. The ability to create the image of the company for further development. The ability to manage, evaluate and motivate the staff

The academic discipline syllabus is developed in accordance with the requirements of the industry standard of higher education for bachelor's degree academic qualification, training direction "Tourism".

3. Syllabus of the Academic Discipline

Module 1.

The Organizational Aspects of Entrepreneurship

Theme 1. The essence of entrepreneurship. The main business activities

1.1. The concept of entrepreneurship. Entrepreneurs. Legislative regulation of business. Entrepreneurship as a special economic category, functions and principles of entrepreneurship.

1.2. Internal and external environment of the company. The role and function of an entrepreneur. Natural and legal persons, their differences and peculiarities of functioning. Large, medium and small businesses.

1.3. The role of antitrust law in the economy. Legal and shady business.

1.4. The concept of commercial and non-profit organizations. The role of nonprofit organizations in the business.

Theme 2. Entrepreneurial ideas and methods of their implementation

2.1. The concept of "entrepreneurial idea", its content. Sources of formation of new ideas.

2.2. The scope of business and technology solutions.

2.3. Economic methods of business decisions.

Theme 3. Registration of enterprises of different forms of ownership

3.1. Types of enterprises in Ukraine. Features of the creation of enterprises of different forms of ownership. Requirements for authorized capital.

3.2. The procedure for registration of enterprises in Ukraine. Establishment and registration documents. Reservation of the company name. Requirements for the founders in different organizational forms of enterprises.

3.3. The registration of legal entities and individuals. Features of the registration of joint stock companies, limited liability companies, private companies, limited partnerships, etc. Changes in the constituent documents.

Theme 4. Licensing and patenting activity

4.1. The notion of licenses and licensing. Activities subject to licensing. Legislative regulation of licensing. The procedure for obtaining a license. The cost of licenses for different types of economic activity.

4.2. The concept of patenting. Features and procedure for obtaining a patent in the publishing field. A Continued Patent and order of its cancellation. A short-term patent. The cost of patents by type of activity.

Theme 5. Order of a company liquidation and suspension

5.1. Liquidation and suspension of operations.

5.2. The order of liquidation: the requirements of the founders by court order. The cost of liquidation.

5.3. Bankruptcy and reorganization. Relationship with regulatory and supervisory authorities in the liquidation.

Theme 6. Sources of financing business activities

6.1. Owner's and borrowed sources of financing business activities. Lending to enterprises of different ownership. Types of credit. Bank lending. Principles and credit conditions. Requirements for documents required for a loan.

- 6.2. The cost of owner's and borrowed funds. Features of the software. Financing a business at its own cost.
- 6.3. Leasing as an alternative to credit.
- 6.4. Venture financing: the nature, characteristics and getting.

Module 2.

Other Aspects of Business

Theme 7. Taxation, accounting and reporting for business

- 7.1. General and simplified system of taxation, accounting and reporting for business activities.
- 7.2. Features of legal entities with different ownership and individuals.
- 7.3. Procedure and forms of accounting at enterprises. Types of taxes.
- 7.4. Tax incentives in various fields. Penalties.

Theme 8. Regulatory and supervisory authorities

- 8.1. Supervisory authorities. Supervisors. Relations of tax administration funds. Sanitary and Epidemiological control. Environmental surveillance.
- 8.2. Inspections. Security authorities and local authorities, their powers.

Theme 9. The risks of doing business

- 9.1. Types of risks. Types and features of the economic, political, commercial, investment and industrial risks.
- 9.2. Ways to reduce risk to business. The role of insurance. Franchising and licensing as a means of reducing risk.

Theme 10. Protection of business and entrepreneurial secrecy

- 10.1. Internal and external fraud. Internal and external security business. Fighting against unfair competition. Securities laws. Organization of security.
- 10.2. The concept of business secrets. The subject and objects of trade secrets. Legislative regulation. The account of contractual relations. The procedure for disclosure and oversight. The responsibility for disclosing secrets.

Theme 11. Advertising in business

- 11.1. The value of advertising in business. The relationship of business and an advertising campaign.
- 11.2. Target orientation of the advertising campaign. Unfair competition.

Theme 12. The essence of the meaning and concept of business culture

12.1. The concept of culture, business culture and entrepreneurial culture.

12.2. Culture of business organizations. History and creating a culture of business organizations.

12.3. Corporate culture.

Theme 13. Business and professional ethics

13.1. Ethic code of business in 1912. Professional Code of Ethics. Code of Ethics of a company.

13.2. The concept of the image of an organization and creating an attractive image.

13.3. Language culture of business conversation. Style of speech, the rule of the oratorical skill, black rhetoric.

13.4. Organization of business contacts. Subordination in business relations. Models of behavior in relation to various corporate levels.

13.5. Culture and mechanism of telephone conversation.

13.6. The appearance of an entrepreneur. Classic and democratic style. A business office, business cards.

4. The Structure of the Academic Discipline

From the beginning of studying the academic discipline each student should be familiarized with the syllabus the academic discipline and form of training, and with the structure, content and scope of each of its training modules, as well as with all kinds of monitoring and evaluation methodology of training.

The educational process in accordance with the syllabus of the academic discipline is performed in the following forms: lectures, seminars and workshops, students' self-study.

Studying the academic discipline by the student is performed through consistent and thorough elaboration of training modules that present a relatively independent separate unit of the discipline, which logically combines elements of character and relationships of several academic disciplines.

The thematic plan of the academic discipline consists of two structural modules (Table 4.1).

Table 4.1

The structure of credits of the academic discipline

The names of content modules and themes	The number of hours including					
	total	lectures	seminars	practical studies	independent work	
					performance of ISRT	preparation for classes
1	2	3	4	5	6	7
Module 1.						
The organizational aspects of entrepreneurship						
<i>Theme 1.</i> The essence of entrepreneurship. The main business activities	7	2		1		4
<i>Theme 2.</i> Entrepreneurial ideas and methods of their implementation	7		2	1		4
<i>Theme 3.</i> Registration of enterprises of different forms of ownership	7	2	1			4
<i>Theme 4.</i> Licensing and patenting activity	6		1	1		4
<i>Theme 5.</i> Order of liquidation and suspension of a company	6	2				4
<i>Theme 6.</i> Sources of business activity financing	12	2		2		8
Total for content module 1	45	8	4	5	0	28
Module 2.						
Other aspects of the business						
<i>Theme 7.</i> Taxation, accounting and reporting for business	9	2		1	2	4
<i>Theme 8.</i> Regulatory and supervisory authorities	9			1	4	4
<i>Theme 9.</i> The risks of doing business	7			1	2	4
<i>Theme 10.</i> Protection of business and entrepreneurial secrecy	8	2			2	4
<i>Theme 11.</i> Advertising business	6				2	4
<i>Theme 12.</i> The essence of the meaning and concept of business culture	13	2	3		4	4
<i>Theme 13.</i> Business and professional ethics	11	2	2	1	2	4
Total for content module 2	63	8	5	4	18	28

5. Themes and Plans of Seminars

A Seminar is a form of instruction in which the teacher organizes a discussion around certain themes to which students prepare theses. At every seminar the teacher evaluates the reports prepared by students and the presentation of these issues (Table 5.1), their performance, activity in debates, ability to articulate and defend their position and so on. The total scores for each seminar are entered in an appropriate register. These students' scores at individual seminars are included in the final process of accumulation of points in the academic discipline.

Table 5.1

Plans of seminars

The name of the theme	Questions	The number of hours	Literature
1	2	3	4
<i>Theme 2.</i> Entrepreneurial ideas and methods of their implementation	<ol style="list-style-type: none"> 1. The concept of of entrepreneurial ideas, its meaning and content. 2. Methods for generating ideas. 3. Evaluation of ideas. 4. Business idea as an intellectual property of a company 	2	Main: [3; 12; 16; 19]. Additional: [21 – 24] Electronic resources: [34 – 38]
<i>Theme 3.</i> Registration of enterprises of different forms of ownership	<ol style="list-style-type: none"> 1. Types of enterprises in Ukraine. 2. Features of establishment of enterprises of different ownership. Requirements for authorized capital. 3. The procedure for registration of enterprises in Ukraine. 4. Features of the registration of joint stock companies, limited liability companies, private companies, limited partnerships et al 	1	Main: [1 – 3; 6 – 8; 17]. Electronic resources: [34 – 38]
<i>Theme 4.</i> Licensing and patenting activity	<ol style="list-style-type: none"> 1. Economic activities subject to licensing. 2. The cost of licenses for various activities. 3. Features and patent firm. 4. The cost of patent activities 	1	Main: [1 – 3; 6 – 8; 17]. Electronic resources: [34 – 38]

Table 5.1 (the end)

1	2	3	4
<i>Theme 12.</i> The essence of the meaning and concept of business culture	<ol style="list-style-type: none"> 1. Success stories of famous entrepreneurs of the past and present. 2. The essence and psychological components of entrepreneurial success. 3. Business education and modern demands to it. 4. Team building as a key to success of a business. 5. Business conflicts and overcoming them 	3	Main: [1 – 7; 12; 15 – 17; 22; 34 – 38]
<i>Theme 13.</i> Business and professional ethics	<ol style="list-style-type: none"> 1. Exterior and linguistic culture business conversation. 2. Subordination in business relations and business communication patterns. 3. Organization of business contacts. 4. Non-verbal means of business status. 5. Culture of business talks and correspondence. 6. Business protocol. Business gifts 	2	Main: [1 – 7; 12; 15 – 17; 22; 34 – 38]
Total hours		4	

6. Themes of Practical Classes

A practical classes is a form of instruction in which the teacher organizes a detailed examination of some theoretical positions and forms of the academic discipline and skills in their practical application to the performance of various tasks by a student. Conducting such studies is based on special methodological materials – tests – to identify the degree of mastering the necessary theoretical terms, the set of tasks of different difficulty levels to solve them in class. It includes preliminary control of knowledge, skills and abilities of students, setting the general problem by the teacher and its discussion with students, solving problems with their deliberation, solving control tasks, verification, testing (Table 6.1).

Table 6.1

List of themes of practical classes

The name of the content module	Themes of practical classes (according to modules)	Hours	Literature
1	2	3	4
Module 1. The organizational aspects of entrepreneurship	<i>Task 1.</i> Generation of business ideas. The essence of entrepreneurship	1	Main: [1 – 3]
	<i>Task 2.</i> Registration of enterprises of different forms of ownership	1	Main: [1 – 3; 6 – 8; 17; 34 – 38]
	<i>Task 3.</i> The order of liquidation and termination of enterprise activity	1	Main: [1 – 3; 5; 6; 8; 16; 17; 34 – 38]
	<i>Colloquium for content module 1</i> The basis of business activity	2	Main: [1 – 3; 11; 18; 20; 22 – 24; 34 – 38]
Module 2. Other aspects of the business	<i>Task 4.</i> Taxation, accounting and reporting for business	1	Main: [1 – 3; 6; 8 – 10; 17; 34 – 38]
	<i>Task 5.</i> The control and supervisors	1	Main: [1 – 3; 6; 8 – 10; 17; 34 – 38]
	<i>Task 6.</i> Calculation of economic efficiency of business	1	Main: [3; 5; 6; 11; 12; 16; 19; 34 – 38]
	<i>Colloquium for content module 2</i> Other aspects of doing business	1	Main: [1 – 7; 12; 15 – 17; 22; 34 – 38]
Total hours for the content modules		9	

6.1. Examples of typical practical problems by themes

Module 1.

Organizational Aspects of Entrepreneurship

Theme 1. The essence of entrepreneurship. The main business activities

The form of classes: workshop discussion.

In Table 6.2 some common goals and objectives for organizations are presented, where "+" means that the inherent purpose of the organization is

specified in the relevant column of the table header. Question marks indicate only a partial opportunity (i.e. a target is not peculiar to all the like).

Level 1. You have made up a decision to create your own business. Build a system of factors of external and internal environment for your business.

Level 2. Explain the system of external and internal factors that influence your business.

Level 3. Describe the qualities that an entrepreneur should have. Make a comparative description of a manager and an entrepreneur.

Table 6.2

The main objectives of different organizations

Goal	Vehicle-building plant	Supermarket	Farmer	Hospital (private / municipal)	Municipal gas provider	City administration	Hotel on the sea-shore	Restaurant
Survival								
Profitability								
Market share increase								
Product line improvement								
Raising enterprise competitiveness								
Product quality improvement								
Turning to environment-friendly production								
Wages increase								

Module 2. Other Aspects of Business

Theme 6. Sources of financing a business

You are a manager in a publishing company that produces books and sells them in the domestic market. In the planned period the issue and sale of 7 000 books at a price of 16 USD per unit is stipulated. The cost of manufacturing and selling books should be: semi-variable costs: UAH 9, conventionally fixed costs: UAH 3.3, total: UAH 12.3.

It is necessary to determine the point of the critical volume production of books in the company, below which it receives the profits from their sale in the planed year. Which edition would avoid this loss of production and profit? Calculate the required performance in two ways: analytical and graphical (build charts of the entire volume and per unit).

Outgoing data of this problem include the following options (Table 8).

Table 8

Calculation data on the number of books sold, their prices and the cost of production of one book

The cost of printing one book, UAH	The volume of sales plan, pcs/UAH	Selling price UAH per one book
Variable: 63.0 Fixed: 33.0 Total: 96.0	6 000	125.0

Level 1. Identify the critical point of the volume of production and books sales at the enterprise.

Level 2. How many printed and sold books allow the company to prevent losses and make a profit from their sale? Determine the expediently planned sales volume, set the area profitability and losses.

Level 3. Conduct calculations by two methods: a graphical method (for the critical volume of sales and per unit of product) and a calculation method.

7. Independent Work

Independent work (IW) is a form of the educational process in which a student performs tasks independently under the guidance of a methodical teacher.

The purpose of the IW is full assimilation of the syllabus and formation of general and professional competences which play a significant role in the development of future highly qualified specialists.

Educational time given for independent work of full-time students is determined by the syllabus and makes 67 % (74 hours) of the total study time for the academical discipline (108 hours).

During the self-study students become active participants in the educational process, learning how to develop conscious attitude to mastering the theoretical and practical knowledge, to freely navigate in the cyberspace, take personal responsibility for the quality of their own training. IW includes processing lecture materials, studying the recommended literature, key terms and concepts on the topic of the academic discipline, preparing for practical classes and seminars, preparing to speak at seminars, in-depth lectures on particular themes or issues, individual assignments (individual solution of complex tasks) on the studied topic, writing essays on the given problems, searching (selection) and review of the literature on the given problems of the academic discipline, analytical review of scientific publications, checking students' knowledge of the material covered by self-test questions, preparation for tests and other forms of current control, preparation for the control module (colloquium). A necessary element of successful assimilation of the material of the academic discipline is independent work of students with domestic and foreign special economic literature, normative acts on public regulation of the economy, the statistics material. The main types of independent work offered to students are based on the theoretical knowledge of the academic discipline (Table 7.1).

The tasks for independent work of students and forms of control

The academic discipline "Entrepreneurship and Business Culture" requires deep knowledge received by students during the independent work on

the literature. First, students have to get familiarized with the legal and regulatory framework contained in periodicals on economics and management.

Students are offered such main types of independent work:

study of the lecture material;

work on the recommended literature;

learning the basic terms and concepts on the topics of the academic discipline;

preparation for seminars and workshops, discussions, small-group work, testing.

Each student has to test personal knowledge in accordance with demands of self-monitoring.

Table 7.1

The list of questions for independent study

Theme names	The content of students' independent work	The number of hours	Forms of IW control	Literature
1	2	3	4	5
Module 1.				
The organizational aspects of entrepreneurship				
<i>Theme 1.</i> The essence of entrepreneurship. Main types of activity in business sphere	1. Approaches to the definition of business, entrepreneurship, entrepreneurial activity. 2. Different approaches to entrepreneurship in different countries. 3. Documents that define types of economic activity in Ukraine. 4. Regulatory framework that regulates the activity of enterprises	4	Presentation of results	Main [1 – 4; 6; 8 – 12; 17; 18; 20]. Additional: [21; 25]. Electronic resources: [34 – 38]
<i>Theme 2.</i> Entrepreneurial ideas and methods of their implementation	1. The concept of entrepreneurial ideas, its meaning and content. 2. Methods of idea generation. 3. Evaluation of ideas. 4. Business idea as intellectual property of the enterprise	4	Defence of the individual task	Main [3; 12; 16; 19]. Additional: [21; 24]. Electronic resources: [34 – 38]

Table 7.1 (continuation)

1	2	3	4	5
<i>Theme 3.</i> Enterprises registration of different forms of ownership	1. Limitations regarding the establishment and registration of different forms of ownership. 2. Features of the registration of enterprises in different countries	4	Presenta- tion of results	Main [1 – 3; 6 – 8; 17]. Electronic resources: [34 – 38]
<i>Theme 4.</i> Licensing and patenting of activity	1. Types of economic activities subject to licensing. 2. The cost of licenses for various activities. 3. Patent features and acquisition procedure. 4. The cost of patents by type of activity. 5. Features of licensing and patenting of enterprises	4	Presenta- tion of results	Main [1 – 4; 6; 8 – 12; 17; 18; 20]. Electronic resources: [34 – 38]
<i>Theme 5.</i> Procedure of liquidation or termination of activity of an enterprise	1. Application of the bankruptcy procedure and rehabilitation. 2. Features of liquidation of enterprises of different ownership and legal forms	4	Defence of the individual tasks	Main [1 – 4; 6; 8 – 12; 17; 18; 20]. Electronic resources: [34 – 38]
<i>Theme 6.</i> Sources of funding entrepreneurship	1. Ways of financing a business. 2. The cost of debt capital in publishing. 3. Restrictions and availability of various sources of financing companies of various activities	8	Defence of the individual tasks	Main [1 – 4; 6; 8 – 12; 17; 18; 20]. Additional: [21; 25]. Electronic resources: [34 – 38]
Total for content module 1		28		
Module 2. Other aspects of doing business				
<i>Theme 7.</i> Business taxation, accounting and reporting	1. The procedure for reporting and accounting of companies of different legal forms. 2. Background selection of the type of taxation		Presenta- tion of results	Main [1 – 4; 6; 8 – 12; 17; 18; 20]. Additional: [21; 25]. Electronic resources: [34 – 38]

Table 7.1 (continuation)

1	2	3	4	5
<i>Theme 8.</i> Regulatory and oversight bodies	1. The structure of supervisory and control bodies for different enterprises. 2. Features of supervisory and control bodies for various activities	8	Presenta- tion of results	Main [1 – 3; 6; 8 – 10; 17]. Electronic resources: [34 – 38]
<i>Theme 9.</i> The risks of doing business	1. Characteristics of the main risks of the external and internal environment of entrepreneurship in Ukraine. 2. Why till now external environment occupies first place in the analysis of business problems for Ukrainian businessmen	6	Checking the essay	Main [3; 5; 6; 11; 12; 16; 19]. Additional: [22]. Electronic resources: [34 – 38]
<i>Theme 10.</i> Protection of business and entrepreneurial secrecy	1. The essence of the enterprenerial secrecy 2. Representation the enterprenerial secret in contractual relations	6	Checking the essay	Main [1 – 7; 12; 15 – 17]. Additional: [22]. Electronic resources: [34 – 38]
<i>Theme 11.</i> Advertising in entrepreneurial activities	1. The role of an advertising in the enterprise activity. 2. The cost of product advertising. 3. Legislation in the area of advertising and its influence on the activity of different industries. 4. The issue of business ethics in relation to unfair competition by using promotional products	6	Defence of individual tasks	Main [3; 5; 6; 11; 12; 16; 19]. Additional: [22]. Electronic resources: [34 – 38]
<i>Theme 12.</i> The essence of the meaning and concept of business culture	1. What is the culture of entrepreneurship? 2. What are the components of the entrepreneurship culture? 3. What is the meaning of business culture? 4. What is business ethics? 5. What is meant by business etiquette? 6. What is the essence of business entrepreneur code?	8	Quick survey	Main [3; 5; 6; 11; 12; 16; 19]. Additional: [22]. Electronic resources: [34 – 38]

Table 7.1 (the end)

1	2	3	4	5
<i>Theme 13.</i> Business and professional ethics	1. The meaning of a code of ethics of the enterprise. 2. What is the essence of an attractive image? 3. The rules of carrying out business conversation. 4. Standards of address, greetings and making arrangements. 5. What is the essence of the entrepreneur speech culture? 6. What should be the look and style of an entrepreneur?	6	Defence of the individual task	Main [1 – 4; 6; 8 – 12; 17; 18; 20]. Additional: [21; 25]. Electronic resources: [34 – 38]
Total for content module 2		46		
Total for two modules		74		

7.1. Test questions for self-diagnosis

Theme 1. The essence of entrepreneurship

1. The main types of entrepreneurial activity.
2. Legislative regulation of business.
3. External and internal environment of entrepreneurship.
4. The role and functions of an entrepreneur. Individuals and legal entities, their differences and features of functioning.
5. The concept of commercial and non-profit organizations.
6. Qualitative and quantitative criteria for the classification of firms.

Theme 3. Registration of enterprises of different ownership

1. What are the features of the setting up, registration, reorganization and doing business of commercial enterprises?
2. List the features of the authorized capital for enterprises of different ownership forms.
 2. Types of enterprises in Ukraine.
 3. Features of establishment of enterprises of different ownership.
 4. The procedure for registration of enterprises in Ukraine.

5. The registration of legal entities and individuals.
6. Features of the registration of enterprises of different organizational and legal forms.
7. Describe the procedure for liquidation and suspension of activities of enterprises.
8. Changes in the constituent documents.
9. What are the different types of organizational and legal forms of enterprises?
10. What are the features and the need for licensing and patenting of activities?

Theme 5. Procedure for liquidation and suspension of activity of an enterprise

1. The order of liquidation of enterprises.
2. The cost of liquidation of enterprises.
3. Suspension of enterprise activity.
4. Bankruptcy and reorganization.
5. Relationship with regulatory and supervisory authorities in the liquidation.
6. Identify the characteristics of accounting and reporting for business.
7. What is the current tax systems for companies of different kinds?
8. List the regulatory and supervisory bodies and name their rights and responsibilities.

Theme 6. Sources of financing business activities

1. Owner's and borrowed sources of financing entrepreneurial activity.
2. Lending to enterprises of different ownership.
3. The cost of owner's and borrowed funds.
4. Venture financing: the nature, characteristics and possibility of obtaining.
5. State the problem of crediting entrepreneurship in Ukraine.
6. Characterise venture financing in Ukraine.
7. What are the features of the registration of persons and entities?
8. Describe the procedure for amending the constituent documents.
9. When can bankruptcy be used?
10. What are the characteristics of business development in Ukraine today?
11. The main sources of financing business activities.

Theme 7. Business taxation, accounting and reporting

1. General and simplified system of business taxation, accounting and reporting.
2. Single tax for businesses and individuals.
3. Tax credits.
4. Penalties.
5. What is responsible business?
6. Define the opening mechanism, use of accounts and calculations in business.

Theme 9. The risks of doing business

1. Types and features of the economic, political, commercial, investment and industrial risks.
2. Ways to reduce risk to the business.
3. The role of insurance.
4. What are the risks in business?
5. What are the main means of risk reduction?

Theme 10. Protection of business and entrepreneurial secrets

1. Internal and external fraud.
2. Combating unfair competition.
3. Organization of security.
4. The concept of business secrets.
5. The procedure for the disclosure of business secrets and oversight.
6. What are the characteristics of contractual relations in business ?
7. Define the difference between business secrets and protection business?

Theme 12. The essence of the meaning and concept of business culture

1. The concept of culture, business culture and entrepreneurial culture.
2. Culture of business organizations, its features.
3. History and creation of culture of business organizations.

4. The concept and features of the corporate culture.
5. What is the culture of entrepreneurship?
6. What are the constituent elements of the culture of entrepreneurship?
7. What is the meaning of culture of a business organization?

Theme 13. Business and professional ethics

1. What is business ethics?
2. What is meant by business etiquette?
3. What is the essence of business entrepreneur code?
4. What is the meaning of the company code of ethics?
5. What is the essence of an attractive image?
6. How should business conversation be conducted?
7. List the rules of address, greetings and meeting?
8. What is the essence of oral business communication?
9. What should the look and style of an entrepreneur be?

8. Individual Consulting Work

Individual consulting work is done according to the schedule of individual and consulting activities and takes the following forms: individual lessons, consultations, checking of individual tasks, defending tasks stipulated by the current control and so on.

The forms of individual consulting activities are:

a) the theoretical material:

counselling: individual (question – answer);

group (dealing with typical examples – situations);

b) practical mastery of the material:

individual and group counselling;

c) for comprehensive assessment of the assimilation of the syllabus material:

individual submission of the executed works.

9. Methods of Teaching

To enhance the process of teaching active and interactive teaching technologies are used, including problem lectures, mini-lectures, small group work, seminars, discussions, brainstorming, a case method, presentations, games, a method of project work, computer simulation, the Delphi method, a scenario, banks of visual support (Tables 9.1 and 9.2).

Table 9.1

Methods designed to enhance the education process

Theme	Practical application of the educational technology
1	2
<i>Theme 1.</i> The essence of entrepreneurship. Main types of activity in the business sphere	Training: defining the necessary qualities of an entrepreneur and the critical Terry successful business; brainstorming to identify possible targets organizations. Small group work: building schemes of internal and external environment influence on an enterprise
<i>Theme 2.</i> Entrepreneurial ideas and methods of their implementation	A seminar-discussion on the theme: "Formation of entrepreneurial ideas". Case: study of entrepreneurial ideas of pre-acceptance
<i>Theme 3.</i> Registration of enterprises of different ownership	A seminar-discussion on the theme: "Setting up on business". Presentation of analytical tables to illustrate setting up a business of different ownership forms. Small-group work: filling up statutory documents for setting up a business of some ownership form. A bank of visual support: registration of legal entities and individual persons-entrepreneurs (drawing up constituent documents when setting up different enterprises)
<i>Theme 4.</i> Licensing and patenting activity	A seminar-discussion on the theme "Licensing and patenting of business". A bank of visual support: handouts on types of economic activities subject to licensing. Small group work, case: definition of terms, licensing and patenting under certain circumstances
<i>Theme 6.</i> Sources of funding entrepreneurship	A seminar-discussion: "Advantages and disadvantages of the main sources of funding a company". Training: utility payment loans of various kinds. Case: choosing an optimal option of equipment purchase (loan or lease)
<i>Theme 7.</i> Business taxation, accounting and reporting	Training: determining the amount of payroll payments, estimation of profits. Case: choice of taxation. Training: preparation of financial statements

Table 9.1. (the end)

1	2
<i>Theme 8.</i> Regulatory and oversight bodies	Discussion: the structure of state control and supervision agencies in Ukraine and legislative regulation of interaction with them. A bank of visual support: the structure of regulatory and supervisory agencies in Ukraine
<i>Theme 9.</i> The risks of doing business	A seminar-discussion on the theme: "The essence and types of risks in the business". Case: choosing the least risky investment option
<i>Theme 10.</i> Protection of business and business secret	A seminar-discussion on the theme "Business secret in business"
<i>Theme 11.</i> Advertising in entrepreneurial activities	A seminar-discussion on the theme: "Advertising of enterprises of different industries and corporate style as a means of advertising"
<i>Theme 12.</i> The essence of the meaning and concept of business culture	Case: The value of corporate culture to create an image of an entrepreneur and its impact on business success
<i>Theme 13.</i> Business and professional ethics	A role play: the value of gestures, facial expressions and clothing at a job interview

The main difference of active and interactive teaching methods from traditional ones is not only determined by methodology and techniques of teaching, but also by high efficiency of the educational process due to highly motivated students, consolidation of the theoretical knowledge in practice, raising conscientiousness of students, forming the ability to make independent decisions, forming the ability to make collective decisions, development of social integration, acquiring conflict resolution skill, developing the ability to find compromises.

Problem lectures make one of the most important elements of problem-based teaching of students. Along with the consideration of provisions contained in the main lectures, they include examination of a range of problematic issues of controversial nature that have not been researched and have relevance to theory and practice. Problem lectures imply reasoning of the material that is taught. They contribute to the formation of students' independent creative thinking and acquisition of cognitive skills. The students are participants in scientific research and solve problem situations.

Mini-lectures include presentation of the learning material in a short period of time and are characterized by large capacity, complexity of logical theories, images, proofs and generalizations. They are usually held as part of a class study. Mini-lectures differ from full-length lectures by much shorter duration. Usually a mini-lecture lasts no more than 10 – 15 minutes and concisely conveys new information to all the listeners. Mini-lectures are often used as part of a coherent theme, instead of a full-length lecture, so as not to bore the audience. The information is provided in turn by several separate segments, between which other forms and methods of teaching are used.

Seminar-discussions involve exchange of ideas and views of participants on the topics, develop thinking and help form looks and beliefs, develop the ability to formulate thoughts and express them.

Work in small groups makes it possible to structure practical seminars in the form and content, create opportunities for participation of each student in the activity on the subject, provide a personality with experience of social intercourse.

Brain storming is a method of solving urgent problems, the essence of which is to give the largest possible number of ideas in a very limited amount of time to discuss and make their selection.

Presentations imply speaking to an audience to represent certain achievements and results of the group's report on individual tasks, project work. Presentations may be individual, made by one student, and collective, with two or more trainees speaking.

Delphi technique is used to reach consensus of expertise and provides the opportunity to express their views to the panel, working individually in different places. When making a management decision the academic group is divided, for example, in five small groups. Four groups work, they design and make management decisions, and the fifth group is an expert. Analysis and options for management decisions of working groups are averaged by this group. The expert group may be divided by specializations.

Computer simulation (game) is a method of teaching that is based on the use of special computer programs by means of which a virtual business process is modelled. Students may change parameters and data to make decisions and analyze the consequences of such decisions. The purpose of using this method is the development of systems thinking, their abilities to plan,

recognize and analyze problems, compare and evaluate alternatives, make better decisions and act in a limited time.

The method of scenarios development is used to predict possible behaviors and development of specific events in the future.

Banks of visual support provide exercises to help students learn the topics of the academic discipline using visual aids.

Table 9.2

**Implementation of methods designed to enhance
the teaching process**

Themes of the academic discipline	Practical application of techniques	Methods for enhancing the process of learning
<i>Theme 1.</i> The essence of entrepreneurship. Main types of activity in the business sphere	Task. Determining appropriate criteria as an entrepreneur and successful business.	Work in small groups, brain storming
<i>Theme 2.</i> Entrepreneurial ideas and methods of their implementation	A seminar-discussion "The formation of entrepreneurial ideas"	Case method
<i>Theme 3.</i> Registration of enterprises of different forms of ownership	A seminar-discussion on the theme "Setting up a business"	Presentation, work in small groups, a bank of visual support
<i>Theme 6.</i> Sources of funding a business	A seminar-discussion "Advantages and disadvantages of the main sources of funding businesses"	Work in small groups, brainstorming
<i>Theme 9.</i> The risks of doing business	A seminar-discussion "The essence and types of risks in business". Case: choosing the least risky investment variant	Work in small groups, brainstorming, Delphi technique, computer simulation, scenario, presentations

10. Methods of Control

The system of evaluation of the formed competences (see Table 2.1) takes into account students' activities, which according to the syllabus of the academic discipline include lectures, seminars, workshops, and performing independent work. Evaluation of students' competences is carried out on a cumulative 100-point scale. According to the Provisional Regulations "On the assessment of students' academic performance according to the cumulative score-rating system" of KhNUE, control measures include:

current control which is carried out during a semester at lectures, workshops, seminars and with calculation of the number of points (maximum is 60 points, the minimum number that allows a student to take an exam is 35 points);

module control, conducted on the basis of the current control of a corresponding semantic unit and aims at the integrated assessment of students' academic performance after learning the material of a logically completed part of the academic discipline – a content module;

final/semester control which is performed in the form of a semester examination in accordance with the schedule of the learning process.

Current control of this academic discipline is held in the following forms:

active work at lectures;

active participation in the performance of practical tasks;

active participation in the discussion and presentation of the material at seminars;

defence of an individual and complex calculation task;

review of an essay on a given topic;

current testing;

written control work;

rapid survey;

conducting a dictation on the lecture material.

Modular control of this academic discipline is held in the form of a colloquium. **A colloquium** – is a form of control and assessment of students knowledge in the system of higher education. It is conduct as an interimedate mini-exam on the initiative of the teacher.

Final/semestrec control is carried out in the form of a semester exam. **Semester exams** are held to assess students' mastering of the theoretical and practical material on a particulated academic discipline.

Conducting current control of students' knowledge. Student's knowledge is assessed during seminars and workshops and carrying out individual tasks on the cumulative 100-point scale according to the following criteria:

understanding, the degree of assimilation of the theory and methodology of the issues under consideration;

the degree of assimilation of the factual material of the academic discipline;

familiarization with the recommended literature, as well as the contemporary literature on the issues under consideration;

the ability to combine theory with practice in considering production events, solving problems, making calculations in the execution of individual tasks and assignments given for consideration of the audience;

logic, structure, style of presentation of material in written works and speeches to the audience, the ability to justify their position, summarize information and draw conclusions;

arithmetical accuracy of the individual and calculation tasks.

The maximum possible score for a specific task is gained given the individual assignment of a student or oral answers satisfy all these criteria. The lack of a component reduces the number of points. In assessing individual tasks attention is also paid to the quality, independence and timeliness of delivery of the task to the teacher according to the schedule of the learning process. If any requirements are not met, then the points will be reduced.

Current test control is carried out 2 times per semester. The test includes single and multiple-choice questions to test the knowledge about the basic categories of the academic discipline.

The written test is held 2 times per semester and includes practical exercises of different difficulty levels according to the themes of the content module.

Evaluation criteria for extracurricular independent work. The general criteria for the evaluation of independent work are: the depth and strength of knowledge, the level of thinking, the ability to systematize analyse the knowledge on certain topics, the ability to make informed decisions, mas-

tering the categorical apparatus, skills and techniques of solving practical problems, the ability to find the necessary information, to carry out its systematization and processing, self-realization at practical seminars.

The criteria for evaluation of an essay are:

the ability to conduct critical and independent evaluation of specific problems;

the ability to explain alternative views and one's own point of view on a particular problematic issue;

applying analytical approaches;

the quality and clarity of presentation of arguments;

the logic, structuring and validity of conclusions on specific issues;

independence of performance;

literacy of presentation;

using comparison methods, synthesis of concepts and phenomena; the design of work.

The order of the final control of the academic discipline. Final control of knowledge and competences of students on the academic discipline is based on the semester exam. An examination card covers the syllabus of the academic discipline and involves determining the level of knowledge and the level of student's mastery of competences (see Table 2.1).

The objective is to verify the student's understanding of the syllabus material in general, the logic and interconnections between different sections, the ability to creatively use the knowledge, the ability to formulate their attitude to an issue of the academic discipline and so on. In terms of implementation of the competence-based approach, final evaluation assesses the level of mastering the competences stipulated by the qualification requirements.

A student who for a valid, documented reason, had no opportunity to participate in this form of control, that is did not pass the content module, has the right to work in a two-week period after returning to training ordered by the dean of the faculty in accordance with the deadline.

Students **can not be allowed** to take final control if the number of points obtained during the current and module control according to the content module during the semester, does not reach 64 points. After examinations the dean of the faculty shall order the elimination of the academic debt. In due time the student gains the required points.

A student should be considered certified if the total score obtained by the results of the final/semester test performance, is equal to or greater than 60. The minimum number of points for the current and control module during the semester is 35 and the minimum possible number of points gained at the exam is 25.

The result of the semester exam is assessed in points (the maximum number is 40 points, the minimum number is 25 points) and affixed in the space provided in the examination "*Register of the academic performance*".

The final score on the academic discipline is calculated on the basis of scores obtained during the test, and scores obtained during the current control of the cumulative system.

The total result in points per semester is "*60 or more points: passed*", "*59 or less points: not passed*" which is recorded in the *scoring " Register of the academic performance" on the academic discipline*. In case of less than 60 points a student must pass a test after the exams at the time scheduled by the dean of the faculty, but not later than two weeks after the start of the semester.

In the case of a repeated failure to gain at least 60 points the dean of the faculty shall appoint a board of three teachers headed by the department head and fix the term for retaking the test, after which a decision is made in accordance with the law in force: "passed", – which mean that the student continues to study, or "not passed", then the dean of the faculty offers the student to take a repeated self-study of the academic discipline during the next academic period.

Examples of the final control work

1. Forms of classes: workshop, discussion.

In Table 1 some common goals and objectives for organizations are presented, where "+" means that the inherent purpose of the organization is specified in the relevant column of the table header. Question marks indicate only a partial opportunity (i.e. a target is not peculiar to all the like).

Level 1. You have made up a decision to create your own business. Build a system of external and internal environment factors for your business.

Level 2. Explain the system of external and internal factors that influence your business.

Level 3. Describe the qualities that an entrepreneur should have. Make a comparative description of a manager and an entrepreneur.

The main objectives of different organizations

Goal	Vehicle-building plant	Super-market	Farmer	Hospital (private / municipal)	Municipal gas provider	City administration	Hotel on the seashore	Restaurant
Survival								
Profitability								
Market share increasing								
Product line improvement								
Enterprise competitiveness increasing								
Product quality increasing								
Turning to environment-friendly production								
Wages increasing								

The theoretical part

1. Describe the types of risk involved in the entrepreneurial activity (maximum 3 points).
2. Name and describe the main sources of financing the entrepreneurial activity (maximum 3 points).

The practical part

The diagnostic task (maximum 5 points).

A printing house produces several products in the current quarter. Based on the data in Table 2, calculate the net profit of the company for the quarter.

Table 2

Initial data

Product name	Price per unit, UAH	Circulation, thou	The total cost, UAH
Children's encyclopedia	60	150	6 750
Textbook on management	80	200	14 400
Dictionary	95	80	6 480

The heuristic task (maximum 8 points).

To expand the scope of services and obtain greater profits, a printing house is going to buy new equipment, but the cash is not enough. Therefore, the finance manager is facing a question, whether to take out a bank loan or

borrow the equipment on lease. The cost of a new machine is 1 300 000 UAH. Final maturity of 6 years is subject to 14 % per annum. The service life of the equipment (and the term of the lease agreement) is 8 years. Depreciation is calculated on a uniform basis. The annual cost of leasing services for the year is 2.5 % of annual depreciation. Justify the purchase of the equipment.

The final control work is assessed by the criteria listed in the Table 10.2.

Table 10.2

Evaluation Criteria

Evaluation Criteria	Scores
The theoretical problem (maximum 6 points, 3 points for each question)	
A student applies the theoretical material without sufficient understanding. The correct answer is "no". The task should be done neatly	1.5
A student applies the knowledge system of the teaching material at a high level. The resulting answer is logical and reasonable. The task should be done neatly	3
Practical diagnostic problem (6 points)	
A student made a fairly large number of bad mistakes and got the wrong result, faced considerable difficulties in the analysis and comparison of economic phenomena and processes. The task should be done neatly	2
The methodological approach to the problem is correct, but there are some errors in the calculation of some indicators. Conclusions are made, but they are not full and reasoned. The task should be done neatly	4
The defined objectives for the right algorithm provided reasonable explanations, and conclusions were drawn. All the stages of the solution were reasoned. The task should be done neatly	6
Practical heuristic problem (8 points)	
A student faced significant challenges in the analysis. The task is not solved, the student faced difficulty in solving the tasks at the elementary level. Significant mathematical errors were made in doing the task and no conclusions were drawn. The task should be done neatly	1
In carrying out the tasks the ability to apply theoretical knowledge to conducting economic analysis was shown in part. The algorithm of solving the problem, formulas and explanations given to them, resulted in significant errors. The analysis is incomplete. Conclusions are not available. The task should be done neatly	2
The algorithm of solving the tasks is given by formulas and explanations for them. There may be minor occasional errors that do not significantly affect the consistency of responses. The opinion is expressed, but it is not sufficiently substantiated. The task should be done neatly	4
The algorithm of solving the problem, the formula and explanation to them all the calculations were done correctly. The opinion is given and there is enough evidence; references to laws and regulations were made. The task should be done neatly	6
In carrying out the tasks the ability to apply theoretical knowledge to the analysis is shown. The algorithm of solving the problem, the formula and explanations to them, all the calculations were done correctly. The opinion is expressed and there is enough evidence, references to regulations, works by local and foreign scientists were made. The logic of the issue was displayed, the structure and style of presentation of the material is satisfactory. Consistent views of the author about the problem were stated for a specified time interval. The task should be done neatly	8

11. Distribution of Points that Students Receive

The assessment of professional competences formed by full-time students is shown in Table 11.1.

Table 11.1

The assessment of formation of professional competences

Professional competences	Training week	Hours	Forms of study		Assessing the level of formation of competencies		
					Forms of control	Maximum mark	
1	2	3	4		5	6	
Module 1. Organizational – legal aspects of entrepreneurship						38	
The ability to identify organizational goals, and the main characteristics of a successful entrepreneur	1	Class-room	2	Lecture	Theme 1. Entrepreneur and Entrepreneurship	Work at the lecture	1
		IWS	4	Preparation for classes	Determining appropriate criteria as an entrepreneur and successful business	Check of the hometask	2
	2	Class-room	2	Workshop	The definition of entrepreneurial ideas, its value. Determination of the formation of entrepreneurial ideas	Work in class	3
		IWS	4	Preparation for classes	Preparing for the control	Check of the hometask	3
The ability to control inventory levels, manage and evaluate staff performance to determine the use of his work	3	Class-room	2	Lecture	Theme 2. Starting a new business	Work at the lecture	1
		IWS	4	Preparation for classes	Search, selection and review of the literature on a given topic The current test	Check of the hometask	2
	4	Class-room	2	Workshop	Solving problems on situational factors determining efficiency investments	Work in class	2
		IWS	4	Preparation for classes	Search, selection and review of the literature on a given topic Preparing for the control	Check of the hometask	1
The ability to identify company expenditures by types and other classification features	5	Class-room	2	Lecture	Theme 2. Starting a new business	Work in class	3
		IWS	4	Preparation for classes	Search, selection and review of the literature on a given topic Preparing for the control	Check of the hometask	3
	6	Class-room	2	Workshop	Solving situation tasks to determine the break-even point and justify the amount of sales	Work in class	2
		IWS	4	Preparation for classes	Doing practical tasks on measuring product costs by various methods	Check of the hometask	1

Table 11.1 (continuation)

1	2	3		4		5	6
	7	Class-room	2	Lecture	Theme 2. Starting a new business	Work in class	3
		IWS	4	Preparation for classes	Search, selection and review of the literature on a given topic Preparing for the control	Check of the homework	3
	8	Class-room	2	Workshop	Solving situation tasks to determine the break-even point and justify the amount of sales	Work in class	2
		IWS	6	Preparation for classes	Search, selection and review of the literature on a given topic Preparation of articles	Check of the homework	6
The ability to control inventory levels, manage and evaluate staff performance to determine the use of his work	9	Class-room	2	Lecture	Theme 3. Business planning	Work in class	3
		IWS	4	Preparation for classes	Performance of calculations according to the topic	Check of the homework	3
	10	Class-room	2	Workshop	Business game "The components of a business plan"	Work in class	2
		IWS	4	Preparation for classes	Search, selection and review of the literature on a given topic	Check of the homework	2
The ability to control inventory levels, manage and evaluate staff performance to determine the use of his work	11	Class-room	2	Lecture	Theme 4. Financing a new business	Work in class	3
		IWS	4	Preparation for classes	Search, selection and review of the literature on a given topic	Check of the homework	3
	12	Class-room	2	Workshop	Solving practical problems for determining the quality of products; situational problems	Work in class	2
		CPC	4	Preparation for classes	Performance of calculations according to the topic	Check of the homework	2
The ability to control inventory levels, manage and evaluate staff performance to determine the use of his work	13	Class-room	2	Lecture	Theme 5. Franchising	Work in class	3
		IWS	4	Preparation for classes	Search, selection and review of the literature on a given topic	Check of the homework	3
	14	Class-room	2	Workshop	Solving the job-choice firm for franchising	Work in class	2
		IWH	4	Preparation for classes	Search, selection and review of the literature on a given topic	Check of the homework	2

Table 11.1 (the end)

1	2	3		4		5	6
	15	Class-room	2	Lecture	Theme 6. Management and marketing of a new business	Work in class	3
		IWS	4	Preparation for classes	Performance of calculations according to the topic	Check of the hometask	4
			Preparation for the test				
	16	Classroom	2	Workshop	Solving practical problems to determine the efficiency indicators of the enterprise	Work in class	4
		IWS	8	Preparation for classes	Search, selection and review of the literature on a given topic	Check of the hometask	1
	17	Class-room	2	Workshop	Solving practical problems to determine the efficiency indicators of the enterprise	Work in class	3
		IWS	4	Preparation for classes	Performance of calculations according to the topic	Check of the hometask	8

Maximal number of points which a student can get during a week by forms and methods of studying is given in Table 11.2.

Table 11.2

The distribution of scores for themes

Routine testing and self-study													The final test (exam)	Total
Content module 1						Content module 2								
T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12	T13	-	100
6	8	3	6	5	14	7	5	3	7	12	22	2		
Colloquium						Colloquium								
5						10								

Note. T1, T2... T12 stand for themes of content modules.

The maximum number of points that a student can accumulate during the week the forms and methods of study are listed in Table 11.3.

Table 11.3

Distribution of points by weeks

Theme of the content module			Lecture	Practice	Homework	Essay	Test	Presentation	Colloquium	Total
Content module 1. Organizational and legal aspects of business activity	Theme 1	Week 1	1	2			1			4
	Theme 1	Week 2								0
	Theme 2	Week 3		2	3		1			6
	Theme 2	Week 4								0
	Theme 3	Week 5	1	1			1			3
	Theme 4	Week 6		1	3					4
	Theme 5	Week 7	1	1			1			3
	Theme 6	Week 8	1	2	3			5		11
Content module 2. Other aspects of doing business	Theme 7	Week 9	1	1	3		1			6
	Theme 8	Week 10	1	1					5	7
	Theme 9	Week 11	1	1			1			3
	Theme 10	Week 12	1	1	3					5
	Theme 11	Week 13		2	3	4	1			10
	Theme 11	Week 14								0
	Theme 12	Week 15	1	1	8		1	15		26
	Theme 13	Week 16								0
	Theme 13	Week 17		1			1		10	12
Total			9	17	26	4	9	20	15	100

The final mark for the academic discipline "Entrepreneurship and Business Culture" is given on a 100-point scale according to the qualification requirements for students of training direction 6.140103 "Tourism" (Table 11.4).

Table 11.4

Evaluation scale

Total score on a 100-point scale	ECTS assessment scale	Assessment due to the national scale
90 – 100	A	excellent
82 – 89	B	good
74 – 81	C	
64 – 73	D	satisfactory
60 – 63	E	
35 – 59	FX	unsatisfactory
1 – 34	F	

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**The structure of elements of professional competences on the academic discipline
"Entrepreneurship and Business Culture"
according to the National Qualifications Framework of Ukraine**

44

Elements of competences formed under the theme	Minimum experience	Knowledge	Skills	Communications	Autonomy and responsibility
1	2	3	4	5	6
Theme 1. The essence of entrepreneurship. The main business activities					
The ability to justify the chosen organizational and legal structure of any enterprise	The essence of entrepreneurship and business ideas payback	Definition of the subject, content, objectives and types of entrepreneurial activity	The ability to identify the purpose and the program of entrepreneurship, to understand the difference between different types of business in solving organizational and management tasks	The ability to organize and analyze work on setting up one's own enterprise	Determination of the main stages of a new enterprise creation
Theme 3. Registration of enterprises of different forms of ownership					
The ability to determine the stage of registration of enterprises of different forms of ownership	The essence and importance of business registration and understanding of the role of state registration	Identification and characterization of methods of entrepreneurship	The ability to master the basic methods of registration and running one's own business	The ability to determine the relationship and interdependence of phenomena and processes, the ability to refine, organize and model	Determination of factors, assessment of the achieved results

1	2	3	4	5	6
Theme 7. Taxation, accounting and reporting for business					
The ability to choose the form of taxation of any type of enterprise	Knowledge of the structure of the basic legal acts of Ukraine	General provisions of the legal framework of doing business	The ability to provide the necessary information selection according to Ukrainian legislation, accounting and taxation	The ability to organize accounting and tax legislation for entrepreneurial activity	Systematics accounting, tax and legal information support of business
Theme 11. Advertising in the entrepreneurial activity					
The ability to create an advertising campaign aimed at consumers	The essence of the definition of advertising, its types and efficiency	Methods of advertising entrepreneurial activity of an enterprise	The ability to analyze an enterprise and develop phases of an advertising campaign	The ability to separate stages of enterprise development and draft advertising campaign activity of an enterprise	Development trends of an advertising campaign to improve the activity of an enterprise
Theme 6. Sources of financing business activities					
The ability to identify sources of financing business activities	Characteristics of calculating the basic skills of technical and economic parameters and basis of accounting firms	Analysis of the main indicators of enterprise activity	The ability to identify key financial performance indicators and assess their dynamics	The ability to interpret the results of analysis of the enterprise activity	Determining the impact of key financial results on the activity of an enterprise in general

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EDUCATIONAL EDITION

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of the academic discipline
"ENTREPRENEURSHIP
AND BUSINESS CULTURE"
for full-time students of training direction
6.140103 "Tourism"

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