

BEKETOV NATIONAL UNIVERSITY OF URBAN ECONOMY IN KHARKIV

WORKING PROGRAM OF EDUCATIONAL DISCIPLINE

ENTREPRENEURSHIP

type of discipline, code according to EP	<i>mandatory, OK 6</i>
semester	<i>1</i>
number of ECTS credits	<i>4</i>
a form of final control	<i>Differentiated scoring</i>
language of teaching, learning and assessment	<i>English</i>
chair	<i>Entrepreneurship and business administration</i>

for students of higher education:

level of higher education	<i>second (master's)</i>
discipline	<i>07 – Management and administration</i>
specialty	<i>076 – Entrepreneurship and trade</i>
educational program	<i>Entrepreneurship, trade and exchange activity</i>
form of education	<i>daytime</i>

2024 - 2025 ACADEMIC YEAR

Developers:

Olena DYMCHENKO, Doctor of Economics, Professor,

head of the department of the E&BA department



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Olga RUDACHENKO, Doctor of Economics, Professor,
head of the department of the E&BA department



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The work program was approved at the meeting of the department of entrepreneurship and business administration

Minutes dated August 31, 2024 No. 3

The working program of the academic discipline corresponds to the educational program:
Educational and professional "Entrepreneurship, trade and exchange activity"

Guarantor of the educational program

Serhii HAIDENKO, Candidate of Economics, Associate Professor,

associate professor of the department of E&BA



Deputy director of ESIEM

Iryna PYSAREVA, Candidate of Economics, Associate Professor



1. The purpose of the discipline

The goal of studying the educational discipline "Entrepreneurship" is the formation of students in-depth knowledge, skills and competencies necessary for starting, managing and developing their own business in the conditions of the modern economic environment. The discipline is aimed at developing entrepreneurial thinking, understanding the basics of business planning, strategic management, financial analysis and innovative activities, and forming the ability to make effective decisions in conditions of risk and uncertainty.

2. Interdisciplinary connections

This discipline's study is based on the basic knowledge of business strategy, financial market and stock exchange activity.

3. Learning outcomes

in accordance with the Matrix of provision of programmatic learning outcomes (PLO) by components of the current Educational Program

Program learning outcome	Teaching methods	Assessment forms	Learning outcomes by discipline
PLO 4. Apply business communications to support interaction with representatives of various professional groups	Verbal, visual practical (explanatory and illustrative); classroom and remote; independent work	Oral or written survey; performance of written tasks (practical tasks, works); testing in a virtual educational environment on the MOODLE platform; listening to reports on self-studied topics based on presentations, differentiated assessment	RN 4.1 The ability to create and implement business communication strategies that promote effective cooperation between representatives of different professional groups within the scope of entrepreneurial activity RN 4.2 Ability to identify and analyze communication barriers that arise in the process of interaction with representatives of various professional groups, and use effective approaches to overcome them
PLO 9. Develop and make decisions aimed at ensuring the efficiency of business entities in the field of business and trade activities			PH 9.1. The ability to conduct an in-depth analysis of the business processes of economic entities and develop effective solutions for their improvement in order to increase productivity and competitiveness. RN 9.2 The ability to develop strategic plans and initiatives aimed at improving the financial and operational indicators of economic entities, taking into account market conditions and internal resources of the organization
PLO 10. Solve problematic issues that arise in the activities of business and trade structures under conditions of uncertainty and risks.			RN 10.1 Ability to identify, analyze and assess risks associated with business activities, as well as develop strategies for their minimization and management RN 10.2 The ability to make informed decisions in situations of uncertainty, using modern methods and approaches to predict possible outcomes and evaluate alternative options for actions
PLO 15. Take into account the global goals of sustainability in professional activities development such as: sustainable development of cities and communities; decent work and economic growth; innovation and infrastructure; partnership			RN 15.1. The ability to assess the economic and social sustainability of business projects so that they meet the standards of decent work and economic growth. RN 15.2. The ability to implement innovative solutions within the framework of entrepreneurial activity, focusing on achieving global goals of sustainable development and promoting economic growth.

for the sake of sustainable development, etc.			
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4. Program of academic discipline

MODULE 1. ENTREPRENEURSHIP

Content module 1. Evolution of the concept of entrepreneurship and sustainable development

Entrepreneurship in the age of crafts and guilds. The industrial revolution and the rise of factory production. The modern era of startups and venture capital. Classical economic theories of entrepreneurship. Joseph Schumpeter's innovation theory. Modern approaches to entrepreneurship. Entrepreneurial ecosystem. Digital entrepreneurship. The role of entrepreneurship in achieving the global goals of sustainable development.

Content module 2. Justification of the feasibility of establishing one's own business

Market research: tools and methods. Identification and assessment of the needs of the target audience. Business idea. Competition assessment: methods of competitive analysis. Basics of building a business model: Canvas and Lean Startup. Forming a value proposition: how to determine the uniqueness of a product. Analysis of key resources, activities and business partners. Financial business model: main components. Identification and analysis of risks at the start of business. Risk management strategies: how to minimize threats. Development of a business plan: structure and main sections. Assessment of financial indicators and revenue forecasting.

Content module 3. Business model and business plan

Definition of a business model: concept and meaning. Business model components: key partners, resources, activities, value proposition. Income and expense models: business monetization options. Analysis of business models of competitors: differences and common features. The structure of the business plan: the main sections and their functions. Assessment of the market and target audience: how to include this data in the business plan. Financial planning: budgets, income and expenditure forecasts. Business plan implementation strategies: managerial and organizational aspects. Metrics and KPIs for assessing the effectiveness of the business model. Assessment of financial indicators: profitability, liquidity, solvency. Adaptation of the business model based on the assessment results. Change management in the business plan: how to implement adjustments.

5. The structure of the educational discipline and the distribution of time

Content modules	Number of hours				
	Sum*	Lecti ons	Practic e	Lab .	Indepen dent work
MODULE	120	16	32	-	72
Content module 1	30	4	8	-	18
Content module 2	30	6	12	-	12
Content module 3	45	6	12	-	27
Individual task	-	-	-	-	-
Final semester control	15			-	15

6. Lecture topics

Topic	Contents (plan)	Number of classroom hours
	MODULE. ENTREPRENEURSHIP	16
	Content module 1	4
Topic 1 History of entrepreneurship development: from crafts to modern startups	1 Entrepreneurship in the age of crafts and guilds 2 The Industrial Revolution and the rise of factory production 3 The modern era of startups and venture capital	2
Topic 2. Innovative entrepreneurship. The role of entrepreneurship in achieving the goals of sustainable development	1 Innovative entrepreneurship 2 Internet of things and artificial intelligence. 3 The role of entrepreneurship in sustainable development	2
	Content module 2	6
Topic 3 Market analysis and identification of business opportunities	1 Market research: tools and methods. 2 Identification and assessment of the needs of the target audience. 3 Evaluation of competition: methods of competitive analysis	2
Topic 4 Development of a business model and formation of a value proposition	1 Basics of building a business model: Canvas and Lean Startup. 2 Formation of a value proposition: how to determine the uniqueness of a product. 3 Analysis of key resources, activities and business partners. 4. Financial business model: main components	2
Topic 5. Risk assessment and activity planning	1. Identification and analysis of risks at the start of business. 2 Risk management strategies: how to minimize threats. 3. Development of a business plan: structure and main sections. 4. Evaluation of financial indicators and revenue forecasting.	2
	Content module 3	6
<i>Topic 6. Basics of the business model and its components</i>	1 Definition of a business model: concept and meaning. 2 Business model components: key partners, resources, activities, value proposition. 3 Income and expense models: business monetization options. 4 Analysis of business models of competitors: differences and common features.	2
Topic 7. Development and implementation of a business plan	1 Structure of the business plan: main sections and their functions. 2 Assessment of the market and target audience: how to include this data in the business plan. 3. Financial planning: budgets, income and expenditure forecasts. 4. Business plan implementation strategies: managerial and organizational aspects.	2
Topic 8 Evaluation of the effectiveness of the business model and business plan.	1 Metrics and KPIs for assessing the effectiveness of the business model. 2 Assessment of financial indicators: profitability, liquidity, solvency. 3 Adaptation of the business model based on the assessment results. 4 Change management in the business plan: how to implement adjustments.	2

7. Topics of practical classes

Topic	Contents (plan)	Number of classroom hours
MODULE. ENTREPRENEURSHIP		32
Content module 1		8
Topic 1 History of entrepreneurship development: from crafts to modern startups	Analysis of cases from the history of successful business projects	4
Topic 2. Innovative entrepreneurship. The role of entrepreneurship in achieving the goals of sustainable development	Cases using artificial intelligence to solve business problems. The impact of sustainable development goals on the development of entrepreneurship. Construction of a Venn diagram	4
Content module 2		12
Topic 3 Market analysis and identification of business opportunities	Development of a value proposition for the chosen business. Analysis of competitors' value propositions and their impact on positioning	4
Topic 4 Development of a business model and formation of a value proposition	Building a business model for a startup using the Canvas template. Assessing the viability of the business model and discussing possible improvements.	4
Topic 5. Risk assessment and activity planning	Identification and assessment of risks for the selected business. Development of a risk management plan and discussion of the effectiveness of the proposed strategies.	4
Content module 3		12
<i>Topic 6. Basics of the business model and its components</i>	Creation of a business model for the selected idea using the Business Model Canvas. Discussion of the results: critical analysis and justification of the choice of business model components.	4
Topic 7. Development and implementation of a business plan	Development of a business plan for the selected business model, including a financial plan and implementation strategy. Assessment and review of business plans: group discussion and recommendations for improvement.	4
Topic 8 Evaluation of the effectiveness of the business model and business plan.	Analysis of the effectiveness of the business model and business plan based on the given metrics and KPI. Developing an action plan for making adjustments to the business model and business plan: how to adapt strategies in the face of change	4

8. Individual task (IT)

Not provided

9. Control methods and the procedure for evaluating learning outcomes

Current control methods are:

- oral or written survey;
- written control (control work);

- testing in a virtual educational environment on the MOODLE platform <https://dl.kname.edu.ua/course/view.php?id=3795>;
- solving problems and problematic situations;
- listening to reports on independently studied topics.

Methods of final semester control: it is carried out in writing, using the software product MS Teams or in a virtual educational environment on the MOODLE platform.

During the educational process, its participants must comply with the requirements of the legislation of Ukraine, internal regulatory documents of the University, and the principles and rules of academic integrity. (Regulations on Academic Integrity and Academic Plagiarism Prevention System).

Learning outcomes obtained in non-formal and/or informal education are recognized in accordance with the Regulation on the procedure for recognizing learning outcomes obtained through informal and/or informal education at the Beketov National University of Urban Economy in Kharkiv

The structure of the academic discipline and the distribution of points

Content modules	Maximum number of points				
	Sum	Practice	Lab.	independent work	
				task	modular control
MODULE 1	100				
Content module 1	20	8	-	7	5
Content module 2	20	8	-	7	5
Content module 3	30	10		15	5
Individual task	-			-	
Final semester control	30				

Types of tasks, means of control and the maximum number of points

Types of tasks and means of control (<i>testing, control works, individual tasks, etc.</i>)	Distribution of points
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Content module 1	20
Practical tasks of CM No. 1 (oral or written survey and/or written control, and/or solving experimental and research problems)	8
Task for independent work 1	7
Test on theoretical material ZM1 on the MOODLE platform	5
Content module 2	20
Practical tasks of CM No. 2 (oral or written survey and/or written control, and/or solving experimental and research problems)	8
Task for independent work 2	7
Test on theoretical material ZM2 on the MOODLE platform	5
Content module 3	30
Practical tasks of CM No. 3 (oral or written survey and/or written control, and/or solving experimental and research problems)	10
Assignment for independent work 3	15
Test on the theoretical material ZM3 on the MOODLE platform	5
Individual task (RGZ)	-
Final control - differentiated assessment	30
Final test on the MOODLE platform	30
ALL BY MODULE	100

Evaluation criteria on a 100-point scale:

90-100 points - awarded for a high (excellent) level of knowledge (minimum inaccuracies are allowed) of the educational material of the educational component; the ability to analyze, use acquired knowledge in decision-making in the relevant subject area, apply theoretical provisions when solving practical problems; clearly, succinctly, logically, consistently answer/solve questions/tasks;

82-89 points – awarded for a (very good) level of knowledge (a small amount of inaccuracies is possible) of the educational material of the educational component above the average level; reasoned answers/solutions to questions/tasks, ability to apply theoretical provisions when solving practical problems;

74-81 points – generally correct (good) understanding of the educational material of the educational component; answer/solve the questions/tasks and apply theoretical provisions when solving practical problems with certain (insignificant) shortcomings;

64-73 points - awarded for mediocre knowledge of the educational material of the educational component, poorly reasoned answers, the presence of errors in solving 32 problems, weak application of theoretical provisions when solving practical problems;

60-63 points - awarded for weak knowledge of the educational material of the educational component, inaccurate or poorly reasoned answers with a violation of the sequence of presentation, the presence of significant errors in solving tasks, weak application of theoretical provisions when solving practical problems;

35-59 points - awarded for ignorance of a significant part of the educational material of the educational component, significant errors in answers/tasks, inability to apply theoretical provisions when solving practical problems;

0-34 points - awarded for ignorance of the basic fundamental provisions of the educational material of the educational component, inability to answer/solve the questions/tasks, inability to orientate elementary when solving practical problems

Rating scale

100-point scale	Level of competence	Four-point/two-point scale	
		exam	test
90-100	high	perfectly	counted
82-89	sufficient	good	
74-81			
64-73	average	satisfactorily	not counted
60-63			
35-59	low	unsatisfactorily	
0-34			

10. Material, technical and information support

Methodical support

ID of the distance course of the discipline in the virtual educational environment on the MOODLE platform of the Beketov National University of Urban Economy in Kharkiv

<https://dl.kname.edu.ua/course/view.php?id=3795>

Recommended reading and information resources

1. Entrepreneurship, trade and exchange activity: a textbook / for general ed. O. V. Dymchenko; [AT. V. Dymchenko, O. D. Panova, V. V. Konenko, etc.]; Beketov National University of Urban Economy in Kharkiv, 2022. 432 p. . URL: <https://eprints.kname.edu.ua/62084/>
2. Varnaliy Z.S., Vasylytsiv T.G., Lupak R.L., Bilyk R.R.. Business planning of entrepreneurial activity: training. manual Chernivtsi: Technoprint, 2019. 264 p. URL: https://duikt.edu.ua/uploads/I_2057_17817213.pdf
3. Trade and exchange activity in Ukraine: problems and development strategies: collection. monogr. / for general ed. T. V. Grynko. Dnipro 2018. 404 p. URL: bit.ly/3LcDiCS
4. Methodology for conducting an express analysis of the local business climate. Federation of Canadian Municipalities / International technical assistance project "Partnership for the development of cities. Kyiv. 2019 23 p. URL: http://pleddg.org.ua/wpcontent/uploads/2019/05/EBA_Guide.pdf
5. Ensuring the financial and economic security of entrepreneurship: a study guide/ G.V. Solomina. Dnipro: Dnipropetrovsk State University of Internal Affairs, 2018. 234 p. URL: <https://er.dduvs.in.ua/bitstream/123456789/1694/1/Posibnik%20ZFEBP.pdf>
6. Entrepreneurship, trade and exchange activity: a textbook / by general ed. Dr. Econ. Sciences, Prof. I. M. Sotnyk, doctor of economics. of science Prof. L. M. Taraniuk. Sumy: VTD "University book", 2018. 572 p. URL: <http://sites.znu.edu.ua/science-earth/assets/documents/principles/Pidruchnyk-Pidpryyemnytstvo-torhivlya-birzhova-diyalnist.pdf>
7. Tkachuk G.Yu., Kushnirenko O.M. Formation of the business model of enterprises: training. manual / G.Yu. Tkachuk, O.M. Kushnirenko. Zhytomyr: Zhdtu, 2016. 222 p. URL: <https://lib.ztu.edu.ua/?q=ua/publication/tkachuk-gyu-formuvannya-biznes-modeli-pidpryyemstva-navch-posibnyk-gyu-tkachuk-om>
8. Frolova L.V. Enterprise management based on ensuring its economic security [monograph]; Donetsk National University of Economics and Trade named after M. Tugan-Baranovskyi. Kryvyi Rih: FOP Zalozny V.V., 2018. 210 p. URL: <https://old.lib.dp.ua/site-libr/?idm=1&idp=22&ida=1648>
9. Trade and exchange activity in Ukraine: problems and development strategies: collection. monogr. / for general ed. T. V. Grynko. Dnipro 2018. 404 p. URL: <http://ven.chdtu.edu.ua/article/view/153504>
10. Systemic support of economic activity and sustainable development of business entities: collective monograph. / In general ed. N. B. Kashchena and T. O. Staverska. Kharkiv state University of Food and bargaining Kh. 2020. 390 p. URL: https://repo.btu.kharkov.ua/bitstream/123456789/7503/1/%D0%9C%D0%9E%D0%9D%D0%9E%D0%93%D0%A0%D0%90%D0%A4%D0%98%D0%AF_2020_%D0%A1%D0%97%D0%95%D0%90%D0%A1%D0%A0%D0%9F.PDF

11. Dymchenko O., Sukhonos, M., Smachylo, V., Rudachenko, O., Tararuev, Sustainable Development of Entrepreneurship Entities in Ukraine: National and Regional Aspects. URL: In: Arsenyeva, O., Romanova, T., Sukhonos, M., Biletskyi, I., Tsegelnyk, Y. (eds) Smart Technologies in Urban Engineering. STUE 2023. Lecture Notes in Networks and Systems, vol 808. Springer, Cham. https://doi.org/10.1007/978-3-031-46877-3_4, 2024, p.38-49
12. Formation of Strategies for the Development of Startup Ecosystems as a Prerequisite for Sustainable Entrepreneurship. Smachylo, V., Dymchenko, O., Rudachenko, O., Bozhydai, I., Khailo, Y URL: [In: Semenov, A., Yepifanova, I., Kajanová, J. \(eds\) Data-Centric Business and Applications. Lecture Notes on Data Engineering and Communications Technologies, vol 194. Springer, Cham. https://doi.org/10.1007/978-3-031-53984-8_1](https://doi.org/10.1007/978-3-031-53984-8_1) , 2024, p.1-19.

Information resources

1. Digital repository of Beketov National University of Urban Economy in Kharkiv [Electronic resource]. – Access mode: <http://eprints.kname.edu.ua>
2. National Library of Ukraine named after V. I. Vernadskyi: [official site]. Access mode: [http:// www.nbuv.gov.ua/](http://www.nbuv.gov.ua/) (application date 08/30/2023).

Equipment, equipment, software products

Distance learning platform Moodle, Office 365, Teams.