



COURSE SYLLABUS
"FINANCE OF ENTERPRISES"

Degree of higher education - Bachelor
Specialization 075 Marketing
Educational Program "Marketing"
Academic Year 1, semester 2

Form of study _____ Full-time ___ (full-time, part-time)

Number of ECTS Credits 4

Language of training English (Ukrainian, English, German)

Lecturer
Contact information
of the lecturer (e-
mail)

Course page on
eLearn

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<https://elearn.nubip.edu.ua/course/view.php?id=4929>

COURSE DESCRIPTION

The educational component "**Finance of enterprises**" is compulsory. The discipline is aimed at providing students with fundamental theoretical and practical knowledge about the organization of financial activities of enterprises, the peculiarities of the formation of financial resources, mastering methods of assessing the financial condition of enterprises and financial planning. The students possess the essence and functions of business finance, financial resources and sources of their formation; organization of enterprise finances; acquisition of financial calculation skills. Students also master the methods of financial planning; assessment of financial condition and possibilities of rehabilitation of enterprises.

Acquisition of competencies:

Integral (IC): Ability to solve complex specialized tasks and practical problems in the field of marketing activity or in the learning process, which involves application of relevant theories and methods and can be characterized by complexity and uncertainty of conditions.

General competencies (GC):

GC 5. Certainty and perseverance regarding the assigned tasks and assumed responsibilities.

GC 6. Knowledge and understanding of the subject area and understanding of professional activity.

GC 7. Ability to apply knowledge in practical situations.

GC14. The ability to act socially responsibly and consciously.

Special competencies (SC):

SC 3. The ability to use the theoretical provisions of marketing to interpret and predict phenomena and processes in the marketing environment.

SC 4 The ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional relationships between its components.

SC 7 The ability to determine the impact of functional areas of marketing on the results of economic activity of market entities.

SC 8 Ability to develop marketing support for business development in conditions of uncertainty.

SC 14 Ability to suggest improvements in marketing functions.

SC 15 Ability to theoretical generalization and practical use of marketing tools in order to solve business problems and to increase the efficiency of the functioning of business entities.

Program learning outcomes (PLO):

LO 13 To be responsible for the results of one's activity, to show entrepreneurial and managerial initiative skills.

LO 19 Demonstrate the skills of developing the company's marketing policy, apply modern methods, concepts and tools of marketing product policy, pricing, sales, communications, researching consumer behavior, forming a target audience in order to determine the prospects for the development of market entities.

COURSE STRUCTURE

Topic	Hours (lectures/ practical classes)	Learning outcomes	Tasks	Assessment
CONTENT MODULE 1. FUNDAMENTALS OF BUSINESS FINANCE. ORGANIZATION OF CASH SETTLEMENTS OF ENTERPRISES				
Topic 1. Fundamentals		Know and understand the	Execution and delivery	PW-2 grades

of finance of enterprises	2/2	essence of business finance, functions of business finance.	of practical, independent work, writing of tests	IW -6 grades
			(including in elearn).	
Topic 2. Cash receipts of enterprises and profit generation	2/2	Analyze the economic characteristics, composition and classification of cash receipts of enterprises.	Execution and delivery of practical, independent work, writing of tests (including in elearn).	PW-2 grades IW -7 grades
Topic 3. Taxation of enterprises	2/2	Know the enterprise taxation system, types of taxes.	Execution and delivery of practical, independent work, writing of tests (including in elearn).	PW-2 grades IW -7 grades
Topic 4. Working capital	2/2	Know the essence of working capital, the basics of its organization, the composition and structure of working capital of the enterprise.	Execution and delivery of practical, independent work, writing of tests (including in elearn).	PW-2 grades IW -7 grades
CONTENT MODULE 2. FINANCIAL SUPPORT OF FIXED ASSETS REPRODUCTION. ASSESSMENT OF THE FINANCIAL CONDITION OF ENTERPRISES				
Topic 5. Financial support for the reproduction of fixed assets	2/2	Know the composition and structure of fixed assets of enterprises, indicators of the state and efficiency of use of fixed assets.	Execution and delivery of practical, independent work, writing of tests (including in elearn).	PW-2 grades IW -6 grades
Topic 6. Assessment of the financial condition of the enterprise	2/2	Know the assessment of the financial condition of the enterprise, its necessity and significance.	Execution and delivery of practical, independent work, writing of tests (including in elearn).	PW-2 grades IW -7 grades
Topic 7. Financial	1/2	Be able to form financial plan of	Execution and delivery	PW-2 grades

planning in enterprises		enterprise.	of practical, independent work,	IW -7 grades
			writing of tests (including in elearn).	
Topic 8. Financial rehabilitation of enterprises	2/1	Analyze the financial crisis at the enterprise and the reasons for its occurrence, financial rehabilitation of enterprises, its economic content and procedure.	Execution and delivery of practical, independent work, writing of tests (including in elearn).	PW-2 grades IW -7 grades
Total for the term				70
Exam				30
Total for the course				100

ASSESSMENT POLICY

<i>Policy regarding deadlines and resits</i>	Assignments submitted after the deadline without valid reasons will be graded lower. Resitting of modules will be allowed with the permission from the lecturer and in the presence of valid reasons (e.g. medical reasons).
<i>Academic honesty policy</i>	Cheating during tests and exams is strictly prohibited (including the use of mobile devices). Coursework and research papers must contain correct citations for all sources used.
<i>Attendance policy</i>	Class attendance is mandatory. In case of objective reasons (such as illness or international internships), individual learning may be allowed (in online format by the approval of the dean of the faculty).

SCALE OF ASSESSMENT OF KNOWLEDGE OF APPLICANTS OF HIGHER EDUCATION

Student rating, points	National grade based on exam results	
	exams	credits
90-100	excellent	credited
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not credited

RECOMMENDED SOURCES OF INFORMATION

1. Alekseieva K.A. Methodical instructions for possessing Lecture Material and fulfillment of Individual Work in the course «Finance of Enterprises» (compulsory component of Educational Program 075 «Marketing») for students of the specialty 075 «Marketing» educational degree «Bachelor». Kyiv: NULES of Ukraine, 2024. 89 p. URL:

https://nubip.edu.ua/sites/default/files/u317/2024_mi_finance_of_enterprises_alekseieva.pdf

2. Alekseieva K., Novikova I., Bedukh O., Kostjuk O., & Stepanova A. (2021) Technological orders' change caused by the pandemics: Digitalization in the internationalization of technology transfer. Problems and perspectives in management. Issue 3. URL: <https://cutt.ly/g8SZ8U1>

3. Alekseieva, K.A., Reznik, N.P., Cherkasov, A.V. & Ostapchuk, A.D. (2023) Influence of the Digitalization on Human Development in the Process of Constructing a Welfare Economy. Lecture Notes in Networks and Systems 495 LNNS, pp. 885–898. DOI: https://doi.org/10.1007/978-3-031-08954-1_74/

4. Dielini M. (2019) Risk-Management in Public Authorities: International Aspect. The Journal of Business, Economics, Sustainability, Leadership and Innovation. Volume: 2019, Iss. 3. 2019, pp. 31-37. <https://www.besli.org/index.php/besli/article/view/23>

1. Shynkaruk L., Dielini M., Alekseieva K., Artiukh T., Sukhanova A. Project management: study guide of the specialty 073 “Management”. Kyiv: NULES of Ukraine, 2022. 318 p.

2. Алексеєва К.А., Суханова А.В. Антикризовий менеджмент. Методичні вказівки для підготовки до практичних занять, виконання самостійної роботи та підготовки до екзамену з дисципліни «Антикризовий менеджмент» студентів спеціальності 073 «Менеджмент», освітньо-професійна програма – «Управління інвестиційною діяльністю та міжнародними проектами» факультету аграрного менеджменту НУБіП України К. Вид. центр НУБіП, 2021. 170 С. URL: <https://cutt.ly/a8SL4uo>