



SYLLABUS OF DISCIPLINE "Business finance"

The Higher Education Level - Bachelor
 Specialty **075 Marketing**
 Educational Program "Marketing"
 Year of Studying 1 , Term 2

Form of Studying Full-time (full-time, part-time)

Quantity of Credits ECTS 4

Language of training English (українська, англійська, німецька)

Lecturer
 Contacts of lecturer

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Page of the Course in
 eLearn

<https://elearn.nubip.edu.ua/enrol/index.php?id=4612>

DESCRIPTION OF THE COURSE

(not more than 1000 symbols)

The educational component "**Business finance**" is optional.

As a result of studying the educational component, applicants for higher education will master the following competencies:

Integral: The ability to solve complex specialized problems and practical problems in the field of marketing or in the learning process, which involves the use of appropriate theories and methods and is characterized by complexity and uncertainty of conditions.

General competencies:

- ability to learn and master modern knowledge;
- determination and persistence in terms of tasks and responsibilities;
- ability to communicate in a foreign language.

Special (professional, subject) competencies:

- ability to use marketing tools in innovation;
- the ability to offer improvements in the functions of marketing activities.

STRUCTURE OF THE COURSE

Topic	Hours (lectures/ practical classes)	Results of studying	Tasks	Grades
One term				
CONTENT MODULE 1. FUNDAMENTALS OF BUSINESS FINANCE. ORGANIZATION OF CASH SETTLEMENTS OF ENTERPRISES				
Topic1. Fundamentals of business finance	2/2	Know and understand the essence of business finance, functions of business finance.	Execution and delivery of practical, independent work, writing of tests	T – 5 grades PW-2 grades IW -1 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).	T – 5 grades PW-2 grades IW -2 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).	T – 5 grades PW-2 grades IW -2 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).	T – 5 grades PW-2 grades IW -2 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).	T – 5 grades PW-2 grades IW -1 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).	T – 5 grades PW-2 grades IW -2 grades
Topic 7. Financial planning in enterprises	2/1	Be able to form financial plan of enterprise.	Execution and delivery of practical, independent work,	T – 5 grades PW-2 grades IW -2 grades

			writing of tests (including in elearn).	
Topic 8. Financial rehabilitation of enterprises	2/2	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).	T – 5 grades PW-2 grades IW -2 grades
Total for the term				70
Exam				30
Total for the course				100

POLICY OF EVALUATION

<i>Deadline and academic depths policy</i>	Works that are submitted in violation of deadlines without good reason are evaluated at a lower score (-5 points). Relocation of modules occurs for good reasons (eg hospital)
<i>Academic Righteousness Policy</i>	Write-offs during modular tests and exams are prohibited. Articles, abstracts, abstracts must have correct textual references to the literature used
<i>Attendance policy</i>	Attendance is optional. Training can take place independently, individually, with consulting if necessary

STUDENT EVALUATION SCALE

Rating of the applicant of higher education, points	The assessment is national for the results of examinations	
	exams	credits
90-100	excellent	credited
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not credited