



SYLLABUS OF THE ACADEMIC DISCIPLINE "STARTING OWN BUSINESS"

Educational degree - Bachelor
Specialty 075 Marketing
Academic program Marketing
Year of study 2022/2023 academic year, semester: 6
Form of study: full-time
Number of ECTS credits: 4
Language – English

Course lector

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Course page in eLearn

<https://elearn.nubip.edu.ua/course/view.php?id=4206>

DESCRIPTION OF THE ACADEMIC DISCIPLINE

The development of entrepreneurial activity requires from its participants new approaches, a new philosophy, the development of new professions, approaches to people, their activities, and most importantly - new knowledge.

Discipline "Starting of own business" forms economic thinking of business professionals, entrepreneurial approach to economic activity, elaborates on the features of rational organization of agricultural enterprises of various forms of ownership and management, conducting agricultural production and entrepreneurial activity. The main purpose of studying the discipline is for students to master the theory of entrepreneurship, the formation of modern economic thinking, the acquisition of practical knowledge and skills for effective work in the chosen field.

The purpose of studying the course is to equip future specialists with scientific and practical knowledge on the effective organization of entrepreneurship in market relations. The task of the discipline "Organization of Entrepreneurial Activity" is to teach students to critically analyse their own business ideas, navigate the legal framework and choose the most appropriate organizational and legal form of the enterprise, to develop modern ways of starting their own business.

COURSE STRUCTURE

Topic	Hours (lectures, laboratory, practical, seminar)	Learning outcomes	Task	Assessment, points
Module 1				
Topic 1. Entrepreneurial activity in a market economy	2/2	Know the basics of business, the basic laws in this area. Understand the principles and characteristics of entrepreneurship. Distinguish between business, economic and business activities.	Self-analysis of one's own values and motives for doing business. Writing an essay on the plan of a practical lesson. Performing independent work (including in elearn)	3
Topic 2. Generation and viability of an entrepreneurial idea	2/2	Apply different methods to find your own business idea, assess your own capabilities and analyse the feasibility of implementing a business idea.	Brainstorming to find an entrepreneurial idea. Team building. Performing independent work (including in elearn)	6
Topic 3. Business entities	2/2	Distinguish between different types of enterprises. Understand the advantages and disadvantages of certain organizational and legal forms. Be able to choose the optimal type of company and assemble a team.	Submission of practical work on the analysis of the optimal organizational and legal form of the enterprise for conducting one's own business. Performing independent work (including in elearn)	3
Topic 4. The mechanism of establishing your own business	2/2	Know the basic founding documents. Understand what documents you need to submit to register your business. Be able to communicate with government agencies.	Business game for registering your own business. Preparation of a package of documents for registration of own business. Performing independent work (including in elearn)	7
Topic 5. Design thinking in business	2/2	Understand the features of design thinking in business. Be able to form a value proposition, taking into account the needs of consumers.	Studying the needs and problems of consumers and forming their own value proposition. Performing independent work (including in elearn)	3
Module 2				
Topic 6. Marketing in business	2/2	Be able to analyse the market situation and understand how to become a competitive entrepreneur. Master the method of forming a marketing strategy and promoting a product / service on the market.	Analysis of the sales market and competitive advantages of your own idea. Consumer segmentation and consumer portrait. Make a marketing plan to implement your own business idea.	6

Topic	Hours (lectures, laboratory, practical, seminar)	Learning outcomes	Task	Assessment, points
Topic 7. Business planning	2/2	Know the process of drawing up a business plan. Apply methods of drawing up a business plan and forming start-up capital. Use online sources to find the information you need.	Development of production and organizational plan. Drawing up a business plan to implement your own business idea. Performing independent work (including in elearn)	6
Topic 8. Financial resources of the entrepreneur	2/2	Distinguish sources of attracting financial resources for business. Be able to calculate start-up capital to start your own business. Know the sources of finding information about costs.	Solving problems according to the method of starting capital formation. Performing independent work (including in elearn)	3
Topic 9. Mechanism of attracting investment for doing business	2/2	Know the methods of assessing the investment attractiveness of projects. Apply them in practice. Be able to seek investment to implement an entrepreneurial idea.	Calculation of the financial plan of own project. Submission of practical work to assess the investment attractiveness of the project. Performing independent work (including in elearn)	6
Topic 10. Pitching an entrepreneurial idea	2/2	Know the techniques of pitching an entrepreneurial idea. Be able to apply them in practice. The ability to highlight the main in business plan for a successful pitch.	Preparation and presentation of the business idea to the investor. Performing independent work (including in elearn)	3
Module 3				
Topic 11. Features of taxation in business	2/2	Know the basic systems of taxation and taxes paid by the entrepreneur in the course of its activities. Be able to count them. Understand the rights and responsibilities of taxpayers.	Submission of practical work on the choice of taxation system. Problem solving. Performing independent work (including in elearn)	6
Topic 12. Accounting in business	2/2	Know the features of accounting in business. Use tax reporting on income tax, personal income tax, SSC, single tax, annual financial statements.	Selection and preparation of accounting tax reports. Keeping a book of expenses (and income). Performing independent work (including in elearn)	6
Topic 13. Risks in business	2/2	Know what risks an entrepreneur may face and how to minimize them. Be able to apply methods of measuring and minimizing business risks.	Submission of practical work on measuring and determining ways to minimize their own business risks. Performing independent work	6

Topic	Hours (lectures, laboratory, practical, seminar)	Learning outcomes	Task	Assessment, points
			(including in elearn)	
Topic 14. Licensing of business activities	2/2	Know what types of business activities are subject to licensing in Ukraine. Understand the specifics of business licensing and liability for violations of the law.	Evaluation of one's own business idea on the need to obtain a license. Performing independent work (including in elearn)	3
Topic 15. Features of organization the farms	2/2	Know how to organize a farm in Ukraine. Understand the mechanisms of state support for farming.	Selection of programs for financing farming and small business in Ukraine. Performing independent work (including in elearn)	3
Total by semester	30/30			70
Exam				30
Total by course				100

THE POLICY OF ASSESMENT

Deadline and recompilation policy:	Works that are submitted in violation of deadlines without good reason are evaluated at a lower grade. Models are rearranged with the permission of the lecturer if there are good reasons (eg illness, family circumstances, etc.)
Academic Integrity Policy:	Write-offs during tests (modules) and exams are prohibited (including with the use of gadgets). Business plans, abstracts must have correct text links to the literature used. Estimates must be carried out manually.
Visiting Policy:	Attendance is mandatory. For objective reasons (for example, illness, international internship and practice, etc.) training can take place individually (in distance form in consultation with the dean of the faculty)

THE SCALE OF THE STUDENTS ASSESMENT

Student rating, points	National assessment based on the results:	
	Exams	offsets
90-100	Excellent	Credited
74-89	Good	
60-73	Fair	
0-59	Not fair	Not credited