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INTERNATIONAL EUROPEAN
UNIVERSITY



**EUROPEAN SCHOOL
OF BUSINESS**

**Organization of
entrepreneurial activity**

2022-2023



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Course Name 

 Organization of entrepreneurial activity

Lecturer (s) 

 Oleksii Hutsaliuk, Doctor of Economics, associate professor, professor at the Department of Management, Finance and Business Administration

Lecturer's profile 

 <https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#zzz-002>

Consultations

online consulting



offline consulting



Wednesday 11 a.m. – 1 p.m.

Contact number 

 +380 98 178 32 76

E-mail 

 oleksiihutsaliuk@ieu.edu.ua

Discipline page 

 <https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat>

Form of final control

test

def. test

exam



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1 Brief discipline annotation

The market environment encourages enterprises to activity aimed at profit and maximization, i.e. achievement of the main goal of entrepreneurial activity. Organization of enterprise activities is related to the need to establish partnerships in all activity areas, planning, management, use of money and other resources, business security, communications and other processes. The necessary knowledge in this area should be acquired using practical classes in the Organization of entrepreneurial activity discipline, which together with theoretical training will provide students with a comprehensive structured system of knowledge and skills in the organization and management of their own business.

2 Background for studying discipline

Subject matter of the academic discipline: the study of objective regularities of establishment, functioning and development of entrepreneurship, justification of the choice of efficient ways to optimize the use of production factors in the context of market economic relations by subjects of entrepreneurial activity.

3 Goal and objectives of the discipline

The goal of the Organization of entrepreneurial activity discipline is to provide future managers with the system of special knowledge in the organization and development of entrepreneurial activities, skills in analyzing and planning entrepreneurial activities in market conditions, making rational managerial decisions on the management of entrepreneurship.

Key objectives of the Organization of entrepreneurial activity discipline:

- to acquire theoretical and practical knowledge of objective regularities, conditions and processes of entrepreneurial activity;
- to realize the essence of legal regulation of entrepreneurship in current conditions of transitional economy;
- to study contemporary organizational forms of entrepreneurship and its information support;
- to gain knowledge of the formation and efficient use of the productive potential of economic entities;
- to study the basics of economic regulation of entrepreneurial activity;
- to make efficient managerial decisions.

4 Learning outcomes

PLO 3. To show knowledge of theories, methods and functions of management, contemporary leadership concepts.

PLO 4. To show skills in defining problems and grounding managerial decisions.

PLO 5. To describe the content of functional areas of organization operations.

PLO 6. To define skills in finding, collecting and analyzing information, calculating criteria for grounding managerial decisions.

PLO 7. To determine organization design skills.

PLO 8. To apply management methods for ensuring efficient organization operations.

PLO 9. To show interaction, leadership and teamwork skills.

PLO 12. To assess legal, social and economic consequences of organization functioning while making managerial decisions.

PLO 20. To show skills in applying information, communication and innovative technologies.

5 ECTS credits

3 ECTS credits / 90 academic hours



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Discipline structure

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		1	p	lab.	ind.	i.w.		1	p	lab.	ind.	i.w.
1	2	3	4	5	6	7	8	9	10	11	12	13
Content section 1. FUNDAMENTALS OF ENTREPRENEURIAL ACTIVITY												
Topic 1. Economic essence of entrepreneurial activity.	9	2	1	-	-	6	12	2	-	-	-	10
Topic 2. Legal framework for entrepreneurship and tax system of the enterprise.	9	2	1	-	-	6	10	-	-	-	-	10
Topic 3. Organizational aspects of doing business.	10	2	2	-	-	6	10	-	-	-	-	10
Topic 4. Formation of entrepreneurial capital.	10	2	2	-	-	6	10	-	-	-	-	10
Total per content section 1	38	8	6	-	-	24	42	-	-	-	-	40
Content section 2. ORGANIZATION OF INDUSTRIAL ACTIVITY AND ECONOMICS OF ENTREPRENEURIAL ACTIVITY												
Topic 5. Planning of production and business activities of business entities.	7	1	1	-	-	5	8	-	-	-	-	8
Topic 6. Marginal analysis of enterprise activity.	7	1	1	-	-	5	8	-	-	-	-	8
Topic 7. Planning of technical development and increasing production efficiency of the enterprise.	8	1	1	-	-	6	9	1	-	-	-	8
Topic 8. Personnel planning of the enterprise.	8	1	1	-	-	6	8	-	-	-	-	8
Topic 9. Planning of income, expenses and production cost of the enterprise.	7	1	1	-	-	5	9	1	-	-	-	8
Topic 10. Investment policy of the enterprise.	7	1	1	-	-	5	5	-	-	-	-	5
Topic 11. Business plan of the enterprise and evaluation of the enterprise competitiveness.	7	1	1	-	-	5	12	-	2	-	-	10
Topic 12. Anti-crisis management of the enterprise, ethics of entrepreneurship, and social responsibility in business	7	1	1	-	-	5	5	-	-	-	-	5
Total per content section 2	58	8	8	-	-	42	22	2	2	-	-	20
Total hours	90	16	16	-	-	58	90	4	2	-	-	84



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List of obligatory tasks

1. Economic essence of entrepreneurial activity.
2. Legal framework for entrepreneurship and tax system of the enterprise.
3. Organizational aspects of doing business.
4. Formation of entrepreneurial capital.
5. Planning of production and business activities of business entities.
6. Marginal analysis of enterprise activity.
7. Planning of technical development and increasing production efficiency of the enterprise.
8. Personnel planning of the enterprise.
9. Planning of income, expenses and production cost of the enterprise.
10. Investment policy of the enterprise.
11. Business plan of the enterprise and evaluation of the enterprise competitiveness.
12. Anti-crisis management of the enterprise, ethics of entrepreneurship, and social responsibility in business.

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List of selective tasks

1. Business establishment and registration for legal entities and public organizations.
2. To learn the topic: Mechanism for building up your own business, and to define the business idea and its presentation.
3. To assess the competitive environment. To evaluate the market capacity and potential volume of production (provision of services) for the first year.
4. To reveal the essence of financial levers of development of the entrepreneurial sector.
5. To analyze programs of state support of entrepreneurship in Ukraine.

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Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
1st semester	6th semester	available	3rd year	Professional training course

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Assessment system and requirements. General system of discipline assessment

As part of discipline teaching, one carries out current and final control of students' knowledge.

The final grade in the form of an exam is given according to the total rating of students.

QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>



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11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

QR Code: <https://ieu.edu.ua/docs/050.pdf>

12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, case studies, group work and discussion seminars.

During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

QR Code: <https://ieu.edu.ua/docs/050.pdf>



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14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code:
<https://ieu.edu.ua/docs/011.pdf>

15 Recommended sources of information

Primary (basic) literature:

1. Ostapchuk A.D. Organization of entrepreneurial activity / A.D. Ostapchuk, A.A. Hrebennikova: Study guide. – K.: Comprint Printing center, 2016. – 102 p.
2. Ostapchuk A.D. Organization of entrepreneurial activity / A.D. Ostapchuk, A.A. Hrebennikova: Study guide (Workshop). – K.: Comprint Printing center, 2017. – 177 p.
3. Organization of production : textbook / A.I. Yakovliev A.I. [et al.]; edited by A.I. Yakovliev, S.P. Sudarkina, M.I. Larka. National Technical University "Kharkiv Polytechnic Institute" – Kharkiv: NTU "KhPI", 2016. – 436 p.
4. Prokhorova V. V. Organization of production: study guide / V. V. Prokhorova, O. Y. Davydova. – Kh.: Ivanchenko I.S. Publishing House, 2018. – 275 p.

Additional literature:

1. Valevsky O.L. State policy in Ukraine: methodology of analysis, strategy, mechanisms of implementation: Monograph / O.L. Valevsky. – K.: NISS, 2001. – 240 p.
2. Vasylykov V.H. Organization of production: Study guide / V.H. Vasylykov – K.: KNEU, 2003. – 524 p.
3. Varnalii Z.S. Fundamentals of entrepreneurship: Study guide – 3rd ed. revised and supplemented – K.: Znannia-Press, 2006. – 350 p.
4. Aldokhin I.P., Doronina M.S. Ethics of entrepreneurship. – Kharkiv: KHNUU, 1996.
5. Herasymchuk V. H. Economics and organization of production: textbook / V. H. Herasymchuk, A. E. Rosenplanter. – K.: Znannia, 2007. – 678 p.

Information resources:

1. State Committee of Ukraine for Regulatory Policy and Entrepreneurship. – Available at: <http://www.dkrp.gov.ua>
2. Official website of the Vernadsky National Library of Ukraine // Electronic resource. – Available at: <http://nbuv.gov.ua>.
3. Website of free electronic textbooks online // Electronic resource. – Available at: <https://pidru4niki.com>.
4. Official website of CHITALKA student electronic library // Electronic resource. – Available at: <http://chitalka.info>.
5. Official website of the online library of educational and scientific literature // Electronic resource. – Available at: <https://eduknigi.com>.
6. Website of the textbook electronic library // Electronic resource. – Available at: <http://studentam.kiev.ua>.

16 Tips on successful study during the course

Якщо Ви бажаєте успішно засвоїти цей предмет, необхідно бути:

- наполегливим, уважним і допитливим;
- креативним і життєрадісним, відкритим для спілкування та дискусій;
- готовим отримувати інформацію і знання з предмету не лише на лекціях, а й у позааудиторний час.

До зустрічі!