



## Principles of Entrepreneurship

### Syllabus

### ВПП 2.5

### ENTR-111

Quarter/Year: Spring/2022

ECTS Credits: 6

Instructor: Natalia Chaplynska, PhD

US Credits: 3

Contact information: natalia.chaplynska@uacu.edu.ua

Prerequisites: none

### Course Description

This course provides instruction in the basic principles of entrepreneurship including the role of the entrepreneur, entrepreneurship as a career, ethics in business, and the principles of marketing, financing, and managing a business. There is no occupational completion point after the completion of this course. Entrepreneurship is commonly regarded as the pursuit of opportunity beyond the resources apparently to hand. With this maxim in mind, we explore the theory and practice of starting then growing new ventures, where opportunities exist but the pathways to unleash promising outcomes are uncertain. Knowledge and skill development is built by identifying and developing a new business idea within the class, through adaptive execution to generate information by building and testing business hypotheses so to navigate uncertainties. These skills are then used to analyze conditions across various entrepreneurial firms. Topics include the process of entrepreneurial logic, designing business models for value capture and delivery, framing competitive strategy, determining assumptions-based finance needs, understanding different innovation types and managing growth to build stronger ventures.

### Course Outcomes

PH1. Responsibly treat professional self-improvement, realizing the need for lifelong learning, show tolerance and readiness for innovative changes.

PH3. Use modern information and communication technologies, software packages for general and special purposes.

PH4. Systematize and streamline the information received on the processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations,

considering the peculiarities of the national and international environment.  
PH5. Possess the skills of introspection (self-control), be understandable for representatives of other business cultures and professional groups of different levels (with specialists from other fields of knowledge / activities) on the basis of appreciating diversity, multiculturalism, tolerance and respect for them.

PH6. Plan, organize, motivate, evaluate and increase the effectiveness of teamwork, conduct research in a group under the leadership of a leader, taking into account today's requirements and features in a limited time.

PH7. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results.

PH8. Understand, highlight and describe new phenomena, processes and trends of global development, mechanisms and tools for the implementation of economic policy and world integration / disintegration processes, including Euro-Atlantic integration.

PH9. Understand and be able to apply, in accordance with other requirements of the educational program, modern theories and methods of solving specialized complex problems and practical problems in the field of international trade in goods and services, international capital flow, international monetary and financial relations, mobility of human resources, international technology transfer.

PH10. Identify and highlight the features of the functioning of the subjects of international relations and models of their economic development.

PH11. Substantiate own opinion regarding the specific conditions for the implementation of forms of international economic relations at the mega-, macro-, meso- and micro-levels.

PH13. Select and skillfully apply analytical tools for studying the state and development prospects of individual segments of the international markets for goods and services using modern knowledge about the methods, forms and tools for regulating international trade.

PH14. Understand and apply theories, principles, means and tools for the implementation of international monetary and financial and credit relations.

PH15. Determine the functional features, nature, level and degree of interconnections between subjects of international economic relations of different levels and establish communications between them.

PH16. Demonstrate knowledge about the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, natural sciences.

PH18. Investigate economic phenomena and processes in the international sphere based on an understanding of categories, laws; highlighting and summarizing trends, patterns of functioning and development of the world economy, taking into account the cause-effect and space-time relationships.

PH19. Understand and apply current legislation, international regulations and agreements, reference materials, current standards and specifications, etc. in the field of international economic relations.

PH20. Defend the national interests of Ukraine, taking into account the security component of international economic relations.

PH21. Understand and have the skills to maintain business protocol and business etiquette in the field of international economic relations, taking into account the peculiarities of intercultural communication at the professional and social levels, both state and foreign languages.

PH22. Apply appropriate methods, rules and principles of functioning of international economic relations for the development of foreign economic activity of Ukraine.

PH23. Recognize the need for lifelong learning in order to maintain a high level of professional competence.

PH24. Substantiate the choice and apply information and analytical tools, economic and statistical calculation methods, complex analysis techniques and methods of monitoring world markets.

PH25. Present the results of the research on the basis of which recommendations and measures for adaptation to changes in the international environment are developed.

## **Competencies**

IK. The ability to solve complex specialized tasks and practical problems in the field of international relations in general and international economic, in particular, as well as in the learning process, which involves the use of new theories and methods in conducting comprehensive research of world economic relations, is characterized by complexity and uncertainty.

3K1. Ability to realize their rights and responsibilities as a member of society, to understand the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.

3K3. Ability to learn and be modernly trained.

3K7. Skills of using information and communication technologies.

CK1. Ability to identify the distinguishing feature and trends of the world economy, especially the implementation of economic policy and global integration / disintegration processes, including Euro-Atlantic integration.

CK2. Ability to use basic categories and the latest theories, concepts, technologies and methods in the field of international economic relations, taking into account their basic forms, to apply theoretical knowledge on the functioning and development of international economic relations.

CK5. Ability to carry out a comprehensive analysis and monitoring of world markets, assess changes in the international environment and be able to adapt to them.

CK8. The ability to determine the functional features, nature, level and degree of relationships between the subjects of international economic relations at different levels and to establish communication between them.

CK16. The ability to constantly improve the theoretical level of knowledge, generate and effectively use them in practice.

**Internationality:** The international aspect is manifested in the recruitment of a large number of international experts: professors, top managers. They have vast international experience and share real cases from their personal lives.

## **Communications**

For individual issues, students should contact the professor **ONLY** by given e-mail or by Moodle. In the Subject line they should put: UACUFirstNameLastName. E-mail messages will normally be answered within 24 hours.

Note! Only emails sent from the student's corporate email address will be answered.

## **Student Responsibilities**

### **Time Commitment**

The study of technical courses is cumulative (i.e., an understanding of earlier material is necessary to grasp concepts covered later). Past experience has shown a high correlation between procrastination and low grades. Students must be committed to completing tasks on time.

### **Technical Aspects**

The student is obliged to provide himself/herself with all the necessary technical equipment for the educational process (laptop or computer, webcam, headsets or headphones and microphone), as well as access to the Internet.

Only students signed-in with their own first and last name are allowed into video lectures in Zoom.

### **Grading Policy**

The course is based on mastery of course outcomes. Student grades for this course will be calculated based on performance.

Note: the minimal grade to pass a subject is 60%.

### **Graduate Grading Guidelines**

The assignment of a letter grade for a course is an indication of the student's overall success in achieving the learning outcomes for the course. The course letter grade may be viewed as a summary statement of the student's achievement in individual assessments (assignments & activities). These assessments are intended to identify for students their strengths as well as those areas in need of improvement. Student work is assessed according to the guidelines below.

#### **Course-level Grading guidelines:**

<b>Grade</b>	<b>ECTS Grade</b>	<b>International Grade</b>
90% - 100%	A	5 (Excellent)
83% - 89%	B	4 (Very Good)
75% - 82%	C	4 (Good)
70% - 74%	D	3 (Good)
60% - 69%	E	3 (Acceptable)
35% - 59%	FX	Not acceptable, possible repetition of course

#### **Criteria for grading:**

<b>ECTS grade</b>	<b>Requirements for the student</b>
A	The student demonstrated a comprehensive systemic and in-depth knowledge of program material; processed basic and additional literature; obtained a solid grasp of the conceptual apparatus, methods, techniques and tools provided by the program; found creative abilities in the presentation of the educational program

	material both on this issue and on related modules of the course and related courses, or the student had a current control of 90-100 points
B	The student demonstrated good knowledge of program material; processed the basic literature, mastered the conceptual apparatus, methods, techniques and tools provided by the program, but with some inaccuracies
C	
D	The student showed mediocre knowledge of the core program material; learned information mainly from a lecture course or just one textbook; mastered only certain methods, techniques and tools provided by the program
E	
FX	The student has significant gaps in knowledge of the main program material; fragmentary mastered the basic concepts, techniques and tools; significant mistakes are made when using them

Each essay – 100 points.

## Student Workload

It is assumed that for each out of 17 class sessions a student spends about 10.5 academic hours of work. This includes 3.5 academic hours of lectures with the instructor and 7 academic hours of personal work. Personal work includes writing essays.

Please pay attention that 1 academic hour equals to 40 minutes.

## Assignment Format

- All work should be shown in time. If the student misses the deadline – the task is failed.

## Academic dishonesty

· Academic integrity is submitting one's own work and properly acknowledging the contributions of others. Forms of academic dishonesty include:

1. Plagiarism – submitting all or part of another's work as one's own in an academic exercise such as an examination, a computer program, or written assignment.
2. Cheating – using or attempting to use unauthorized materials on an examination or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) copies of an examination or answers to an examination.

3. Facilitating Academic Dishonesty – helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.
4. Fabrication – altering or transmitting, without authorization, academic information or records.

Any violation of these rules constitutes academic dishonesty and is liable to result in a failing grade and disciplinary action. In case of any academic dishonesty a student is not allowed to continue or retake the assessment activity and for the Final the unsatisfactory grade (“0”) is assigned for the course total. Cases of the academic dishonesty are not considered by the Academic Council.

Midterm and Final are valid only if they are taken on-campus (room defined by the dean’s office) and on UACU’s computer/laptop or online on the student’s computer/laptop using Zoom and other conditions defined by the dean's office to avoid the cases of academic dishonesty. Students who will not meet this requirement will be expelled from the course with grade “0”.

In case of missed Midterm or Final exam (for a valid reason like sickness or an emergency) a request to repeat the exam is possible. Permit to repeat a midterm or final exam is done through a letter to the dean's office with request and approval of subject lecturer.

Submission or retaking of any assessment activities after deadlines are forbidden.

### **Submission & Return Policy**

Assignments must be submitted to the professor on or before the due date indicated in the Course Schedule. The assignments submitted after the due dates receive zero points.

\*\*\*\* NO MAKE –UP QUIZZES AND EXAMS \*\*\*\*

### **The topics which are covered in this course are as follows:**

1. Business in the modern economy and its basic types (production, investment, services and intermediary).
2. Distinguishing features of entrepreneurship in certain sectors of economic activity (commodity production, investment projects, regional development, natural resources and environment, infrastructure, finances, culture, tourism, restaurants, sports, entertainment, etc.).
3. Business idea and business plan of a company (generation of business ideas and business plans, innovative entrepreneurship).
4. Business product design (development of criterion indicators of a business product).
5. Design of a business project (structure, the establishment and presentation of business project (start-up), the life cycle of the company).
6. Business finances (basic schemes of business financing, project financing, fundraising in entrepreneurship (search for investment resources)).
7. Team and HR in business (creation of the business team and work with the staff).

8. Business management - marketing (marketing aspects of business management).
9. Business management - production (organization and management of production of goods and services in business).
10. Business management - logistics (organization of management of material flows).
11. Quality management in entrepreneurship (quality management at the firm, standardization and certification of business).
12. International relations and globalization of business (joint enterprise, international trade and other foreign economic relations in entrepreneurship).
13. Corporate entrepreneurship (franchising, corporate associations of entrepreneurs - holdings, concerns, etc.).
14. Taxation of business (the main business taxation schemes, tax incentives for businesses).
15. Private and state support of entrepreneurship.
16. Education abroad (programs, possibilities).

*\* The above schedule and procedures are subject to change in the event of extenuating circumstances.*

Протокол засідання кафедр № 1 від 22.01.2022 року

Проректор з навчально-методичної  
роботи



Л.І.Кондратенко

Завідувач кафедри



Л.В.Жарова

Викладач



Н.М.Чаплинська

