



Principles of Entrepreneurship Syllabus BOK 2.5 ENTR-111

Quarter/Year: Spring/2024

ECTS Credits: 6

Instructor: Henry Shterenberg

US Credits: 3

Contact

information: Henry.s@gtplatform.org

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 are 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.

Attention! Official and only language used for assessment activities is English. Official and only languages used for communication within the University are Ukrainian and English.

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% (70% for Master's courses).

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:

Grade	ECTS Grade	International Grade
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:

ECTS grade	Requirements for the student
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	

C	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
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

Maximum total possible points – 100 points incl.

Essays / Assignments – 50 points

Midterm exam – 20 points

Final exam – 30 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 working on course materials and preparation for discussions.

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.
- Midterm covered topics from previous lectures (weeks 1-7). It included multiple choice questions and cases (essays) and took about 1.5 hours.
- The Final exam covered all course material and included multiple choice questions and cases (essays). It lasts for 1.5 hours. Admission to the Final exam is possible only if all the tasks of the curriculum are covered.
- After the Midterm and Final is graded a student has access to the grade only. Access to the attempt, corrects answers and information whether the answer is correct cannot be granted.

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. Including the use of artificial intelligence and pre-prepared answers to the questions of tasks is prohibited (unless otherwise specified in the task itself or allowed by the instructor).

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 ****

Schedule

Week #	Research Projects	Assignments Due	Points
Lecture 1	Topic: Economy of Trust - Community Driven Economics All global, all driven by the crowds, and all based on trust.	Review Lecture	-
Lecture 2	Topic: International Communication & Negotiations It is all about the story – how it is shaped, delivered and received.	Review Lecture	-
Lecture 3	Topic: Deal making & structure To get any capital from any source the deal must reduce risks to all stakeholders and increase valuation for all shareholders.	Review Lecture	-
Lecture 4	Topic: From science to global markets How do we take revolutionary breakthroughs, protect it, and monetize it?	Review Lecture	-
Lecture 5	Topic: Financial instruments & capital liquidity Cash is still a KING but it is no longer physical cash. New financial tools equal new opportunities to generate liquidity to all.	Review Lecture Essays Assignments	10
Lecture 6	Topic: Community Driven Economics	Review Lecture	-

	Building economy and governance of society from bottom up. Pro's & con's.		
Lecture 7	Topic: Valuation and Risks Management Systematic reduction of risks to all stakeholders leads to increase valuation for all shareholders.	Review Lecture Essays Assignments	10 /
	Midterm		20
Lecture 8	Topic: Entrepreneurship It is a future of local and global economy. It all starts with idea and unstoppable determination to succeed.	Review Lecture	-
Lecture 9	Topic: Sales & Business development Strategy, positioning, tactics, instruments & customer service after initial sale.	Review Lecture Essays Assignments	10 /
Lecture 10	Topic: Ecosystem – strategic partnerships In successful ecosystem 2+2 must = 5. Creating win-win solutions and codependence for positive outcomes fall all members of ecosystem.	Review Lecture	-
Lecture 11	Topic: Social responsibility & impact We must build business models in which social responsibility is fully integrated to facilitate financial results.	Review Lecture Essays Assignments	10 /
Lecture 12	Topic: Impact of geo-politics on local business Ability to adopt overnight is necessity in fully connect world. Business models must be design with flexibility to pivot in the “moment’s” notice.	Review Lecture	-
Lecture 13	Topic: Integration of values & culture Inside startup or in society at large, level of quality of life for individuals are driven through integration of diverse interests and cultural differences based on common values.	Review Lecture	-
Lecture 14	Topic: International Trade – opportunities & pitfalls Trade is always driven by supply & demand. But to be successful in international trade attention to nuances is a key.	Review Lecture	-
Lecture 15	Topic: Opportunity Ukraine: now and 10 years from now Ukraine economically is at a “tipping point”. Business & Government leaders must plan for very different future.	Review Lecture Essays Assignments	10 /

	Final		30
--	--------------	--	----


Recommended Materials

Resources in open access or uploaded by instructor on Moodle.

1. Innovation and Entrepreneurship by [Peter F. Drucker](#)
2. Effectual Entrepreneurship by [Stuart Read](#) , by [Saras Sarasvathy](#) , by [Nick Dew](#) , by [Robert Wiltbank](#)
3. www.worldofsportsandacademics.com
4. www.eotua.com
5. www.miscanthus.hr
6. <https://eotberdyansk.com>
7. <https://eotdirectory.com>
8. <https://newsletter.eotua.com>
9. <https://newsletter.eotua.com>"

Протокол засідання кафедр № 1 від 23.01.2024 року

Проректор з навчально-методичної роботи

 Л.І.Кондратенко

Зав.кафедрою

 Л.В.Жарова

Викладач

 Г.Штеренберг

