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TRAININGS IN ENTREPRENEURSHIP & LEADERSHIP

Master Degree

Syllabus

III 2.6

MBA 537

Specialty: 073 "Management"

Educational program "Business Administration"

Quarter/Year: Fall/2024

Instructor: Prof. L. Zharova

ECTS Credits: 2

US Credits: 1

Contact information: lubov.zharova@uacu.edu.ua

Prerequisites: -

Course Description

This course is designed to provide students with knowledge needed to understand theoretical and practical aspects of leadership and entrepreneurship. The Training in Entrepreneurship and Leadership is designed for individuals who are contemplating becoming entrepreneur and the ones who already made a next step to in brining their Idea to Reality, for top managers and owners of small and medium size business.

The course is strictly focused on getting business to the next level of growth, profitability, and scalability.

Define key success drivers; develop your people and drive business outcomes. Sounds very simple but there is science behind it. Regardless of how brilliant product is or how critical your service is, without sales there is no business. In this course students will learn in-depth Discovering Markets to Sell into, Executive Sales Skills, Professional Sales Management, Successful Negotiations, Client Development, Selling Process, Presenting Solutions to buying team, Recruiting Sales People, Building Sales Team and creating Customer Focused culture throughout organization.

Course Outcomes

PH.1. Critically comprehend, select and use the necessary scientific, methodological and analytical tools for management in unpredictable conditions;

PH.2. Identify problems in the organization and justify methods for solving them;

PH.3. Design effective management systems for organizations;

PH.4. Substantiate and manage projects, generate business ideas;

PH.5. Plan the activities of the organization in strategic and tactical sections;

PH.6. Have the skills to make, justify and ensure the implementation of management

decisions in unpredictable conditions, taking into account the requirements of applicable law, ethical considerations and social responsibility;

PH.7. Organize and carry out effective communications within the team, with representatives of various professional groups and in the international context;

PH.8. Use specialized software and information systems to solve management problems of the organization;

PH.9. Be able to communicate in professional and scientific circles in the state and foreign languages;

PH.10. Demonstrate leadership skills and ability to work in a team, interact with people, influence their behavior to solve professional problems;

PH.11. Provide personal professional development and personal time planning;

PH.12. Be able to delegate authority and management of the organization (unit);

PH.13. Be able to plan and implement information, methodological, material, financial and personnel support of the organization (unit).

Competencies

3K1. Ability to conduct research at the appropriate level;

3K2. Ability to communicate with representatives of other professional groups from different levels (with experts from other fields of knowledge / types of economic activity);

3K3. Information skills and communication technologies;

3K4. Ability to motivate people and move towards a common goal;

3K5. Ability to act on the basis of ethical considerations (motives);

3K6. Ability to generate new ideas (creativity);

3K7. Ability to abstract thinking, analysis and synthesis.

CK1. Ability to select and use management concepts, methods and tools, including in accordance with defined objectives and international standards;

CK2. Ability to set values, visions, mission, goals and criteria by which the organization determines further directions of development, to develop and implement appropriate strategies and plans;

CK3. Ability for self-development, training, effective self-management;

CK5. Ability to create and organize effective communications in the management process;

CK6. Ability to form leadership qualities and demonstrate them in the process of managing people;

CK7. Ability to develop projects, manage them, show initiative and entrepreneurship;

CK8. Ability to use psychological technologies at work with staff;

Internationality: The international aspect of the course includes international directives, worldwide practices, and cases discussed during the course.

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 **70%**.

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:

Bachelor

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

Master

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)
35% - 69%	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	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

Maximum total possible points – 100 points incl.

Test / Assignment - 40 points

Project – 20 points

Final exam – 40 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 project and additional reading also preparing to the meeting discussion .

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.
- The Final exam covered all course material and included multiple choice questions and cases (essays). It lasts for 1.0 hour. 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 #	Lectures	Assignments Due	Points
Lecture 1	Step 1 – myself Leadership and personalities	Assignment 1	8
Lecture 2	Step 2 – other people Communicating internationally and transcultural	Assignment 2	8
Lecture 3	Step 3 – organization	Assignment 3	8

	Shaping new reality		
Lecture 4	Step 4 - a new view on entrepreneurship	Assignment 4	8
Lecture 5	Step 5 – tips for entrepreneurs	Assignment 5	8
	<i>Final step - Project</i>		20
	Final		40
			100

Recommended Materials

1. 5 Personality Traits Of Successful Leaders In 2024, *Forbs* [Online] Available at: <https://www.forbes.com/sites/rachelwells/2024/03/19/5-personality-traits-of-successful-leaders-in-2024/>
2. Parr, A. D., Lanza, S. T., & Bernthal, P. (2016). Personality profiles of effective leadership performance in assessment centers. *Human Performance*, 29(2), 143–157. <https://doi.org/10.1080/08959285.2016.1157596> <https://pmc.ncbi.nlm.nih.gov/articles/PMC5058439/#S4>
3. Baker, W. (2022). From intercultural to transcultural communication. *Language and Intercultural Communication*, 22(3), 280-293.
4. 5 Strategies For Cross-Cultural Communication Across Global Teams (2022) *Forbs* [Online] Available at: <https://www.forbes.com/sites/rachelwells/2023/10/03/5-strategies-for-cross-cultural-communication-across-global-teams/>
5. Agung Satyadini, Ligang Song (2023) *Modern entrepreneurship and the 'doughnut': productive or destructive?* <https://doi.org/10.1111/apel.12396>
6. Ratten, V. (2023). Entrepreneurship: Definitions, opportunities, challenges, and future directions. *Global Business and Organizational Excellence*, 42(5), 79-90.
7. Paul, J., Alhassan, I., Binsaif, N., & Singh, P. (2023). Digital entrepreneurship research: A systematic review. *Journal of Business Research*, 156, 113507. <https://www.sciencedirect.com/science/article/pii/S0148296322009729>

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

Протокол засідання кафедр № 4 від 27.08.2024 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Завідувач кафедри



Л.В.Жарова

Викладач



Л.В.Жарова