

Description of Discipline

Title of Discipline: <i>Enterprise Potential and Development</i>					
Semester	Duration	Type of Discipline	ECTS Credits	Academic Workload	Language of Instruction
5	150 hrs.	optional	5	40 hours of classroom training, 110 hours of self-study	Ukrainian

Learning Outcomes	Teaching Methods	Evaluation Methods
LO9. The ability to analyze the functioning and development of business entities, to determine the functional areas, calculate the relevant indicators that characterize their performance.	Explanation, presentation	Final tests, graphic methods, exam
LO10. To apply theoretical knowledge to solve practical problems and interpret the results properly.	Lectures, presentation, discussion	Individual evaluation, exam
LO12. To be able to use data, provide reasoning, critically evaluate logic and draw conclusions from scientific and analytical texts in economics.	Presentation, discussion, reading, abstracting, citation	Combined evaluation, exam
LO17. To be able to be flexible and adapt to new situations when working with new objects under uncertain conditions.	Problem tasks, discussion, observation	Combined evaluation, exam

Title of Discipline / Enterprise Potential and Development				
Semester	Duration	Type of Discipline	ECTS Credits	Student Workload
7	180 hrs.	mandatory	6	50 hours of teaching, 130 hours of self-study

Requirements for Participation	Type of examination (oral, written, term paper, etc.)	Methods of teaching and learning (lectures, seminars, etc.)	Discipline Coordinator
Completed disciplines 'Political Economy', 'Microeconomics', 'Business Economics', 'State Regulation of Economy'	Oral exam	Lectures, practical classes	I. Khomenko

Learning Outcomes
GC3. Ability to abstract thinking, analysis and synthesis.

GC4. Ability to apply knowledge in practical situations.
GC5. Ability to communicate in the state language both orally and in writing.
GC7. Skills in the use of information and communication technologies.
GC8. Ability to search, process and analyze information from various sources.
GC9. Ability to adapt and act in a new situation.
GC11. Ability to make informed decisions.
GC13. The ability to act socially responsibly and consciously.

SC1. Ability to show knowledge and understanding of the problems of the subject area, the basics of the modern economy at the micro, meso, macro and international levels.
SC2. Ability to carry out professional activities in accordance with applicable regulations and legal acts.
SC7. Ability to use computer technology and data processing software to solve economic problems, analyze information and prepare analytical reports.
SC10. Ability to use modern sources of economic, social, managerial, accounting information for the preparation of official documents and analytical reports.
SC12. The ability to independently identify problems of an economic nature in the analysis of specific situations, to suggest ways to solve them.
SC13. Ability to conduct economic analysis of the functioning and development of economic entities, assessment of their competitiveness.
SC14. Ability to analyze in depth problems and phenomena in one or more professional areas, taking into account economic risks and possible socio-economic consequences.
SC15. Ability to develop measures for the formation and use of production potential of the enterprise, all types of resources in various areas of the enterprise.
SC16. Ability to assess the impact and take into account external and internal factors in planning activities and developing strategies for enterprise development.
SC17. Have methods, techniques and tools for assessing the results of the functioning and development of economic systems at the micro, meso, macro levels.
SC20. Be able to coordinate actions and control the process of formation and use of all types of resources and the production process at the enterprise in different areas of the enterprise.
SC21. Anticipate and evaluate the impact of external and internal factors and management decisions on the effectiveness of the enterprise in planning activities and developing strategies for its development.
SC22. Implement in the production system and enterprise management system developed measures and design solutions to improve the efficiency of the enterprise in conditions of uncertainty and risk.
SC29. Ability to identify and justify the priority areas of organizing your own business.
SC31. The ability to formulate management decisions, evaluate and choose their alternatives, think creatively.

PLO3. Understand the main features of the modern world and national economy, institutional structure, areas of social, economic and foreign economic policy of the state.
PLO5. Apply analytical and methodological tools to substantiate proposals and make management decisions by various economic agents (individuals, households, enterprises and public authorities).
PLO6. Use professional reasoning to convey information, ideas, problems and ways to solve them to professionals and non-specialists in the field of economic activity.
PLO9. To analyze the functioning and development of economic entities, to determine the functional areas, to calculate the relevant indicators that characterize the effectiveness of their activities.
PLO10. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results.
PLO11. Identify sources and understand the methodology for determining and methods of obtaining socio-economic data, collect and analyze the necessary information, calculate economic and social indicators.
PLO12. Be able to use data, provide arguments, critically evaluate logic and draw conclusions from scientific and analytical texts on economics.
PLO14. Use regulations and legal acts governing professional activities.
PLO15. Use information and communication technologies to solve socio-economic problems, prepare and present analytical reports.
PLO21. Be able to develop optimal plans for the enterprise as a whole and its individual units.
PLO22. Establish economic links between the elements of the enterprise management system, have the technology of integrated management of material, information and financial flows of

the enterprise.

PLO23. Assess possible risks, socio-economic consequences of management decisions.

PLO25. Select and use the necessary scientific, methodological and analytical tools to manage economic activity.

PLO26. Be able to assess the level of economic security of the business, examine the dynamics of market conditions and summarize the development of situations in order to ensure the competitiveness of the enterprise

PLO31. Master the skills of oral and written professional communication in state and foreign languages.

PLO32. Demonstrate basic skills of creative and critical thinking in research and professional communication.

PLO33. Ability to organize and conduct conferences, round tables, seminars, etc. in native and foreign languages.

PLO34. Be able to use communication technologies to maintain harmonious business and personal contacts as a prerequisite for business success.

PLO36. Ability to present and discuss the results obtained and transfer the acquired knowledge.

PLO37. Identify and plan opportunities for personal professional development.

PLO40. Demonstrate high social responsibility and adherence to the principles of academic integrity.

PLO42. Ability to adapt to new conditions, make decisions independently and initiate original research and innovation complex projects.

Contents

MODULE 1

- 1.1. The essence and establishment of enterprise potential
- 1.2. Development of enterprise potential
- 1.3. Competitiveness of enterprise potential
- 1.4. Methods to evaluate enterprise potential
- 1.5. Evaluation of real estate
- 1.6. Evaluation of technical and technological potential of the enterprise

MODULE 2

- 2.1. Evaluation of economic potential of the enterprise
- 2.2. Evaluation of intangible assets
- 2.3. Labor potential
- 2.4. Social-economic potential
- 2.5. Evaluation of property and market price of the enterprise
- 2.6. Enterprise development

Exemplary Literature

1. Gavva V.N. The potential of the enterprise: formation and evaluation: textbook / Gavva V.N., Bozhko E.A. - K.: TsNL, 2018. - 224 p.
2. Dobikina O.K. Enterprise potential: formation and evaluation: Textbook / [Dobykina O.K., Ryzhikov V.S., Kasyanyuk S.V., Kokotko M.E., Kostenko T.D.] - K.: CNL, 2017. - 208 p.
3. Dolzhansky I.Z. Management of enterprise potential / I.Z. Dolzhansky. - Center for Educational Literature, 2006. - 360 p.