

Description of Discipline

Title of Discipline / Entrepreneurship and Business Culture				
Semester	Duration	Type of Discipline	ECTS Credits	Student Workload
8	90	elective	3	30 hours of teaching, 60 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 'Business Economics', 'Organization of Production', 'Enterprise Potential and Development', 'Computer Science'	Written pass-fail test	Lectures, practical classes, self-study, individual assignment	I. Khomenko

Learning Outcomes
<p>GC3. Ability to abstract thinking, analysis and synthesis.</p> <p>GC4. Ability to apply knowledge in practical situations.</p> <p>GC5. Ability to communicate in the state language both orally and in writing.</p> <p>GC6. Ability to communicate in a foreign language.</p> <p>GC7. Skills in the use of information and communication technologies.</p> <p>GC8. Ability to search, process and analyze information from various sources.</p> <p>GC9. Ability to adapt and act in a new situation.</p> <p>GC11. Ability to make informed decisions.</p> <p>GC12. Interpersonal skills.</p> <p>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.</p> <p>SC7. Ability to use computer technology and data processing software to solve economic problems, analyze information and prepare analytical reports.</p> <p>SC10. Ability to use modern sources of economic, social, managerial, accounting information for the preparation of official documents and analytical reports.</p> <p>SC11. Ability to substantiate economic decisions on the basis of understanding the laws of economic systems and processes and using modern methodological tools.</p> <p>SC12. The ability to independently identify problems of an economic nature in the analysis of specific situations, to suggest ways to solve them.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>SC27. Ability to prepare information, choose the type of model, calculate its parameters and assess adequacy.</p> <p>SC29. Ability to identify and justify the priority areas of organizing your own business.</p> <p>SC31. The ability to formulate management decisions, evaluate and choose their alternatives ”, think creatively.</p>

SC32. Ability to prepare and conduct quantitative and qualitative marketing research, prepare reports on the state and dynamics of the market of goods and services.

PLO1. Know and use economic terminology, explain the basic concepts of micro- and macroeconomics.

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.

PLO13. Perform interdisciplinary analysis of socio-economic phenomena and problems in one or more professional areas, taking into account the risks and possible socio-economic consequences.

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.

PLO16. Be able to think abstractly, apply analysis and synthesis to identify key characteristics of economic systems at different levels, as well as the behavior of their subjects.

PLO17. Demonstrate flexibility and adaptability in new situations, in working with new objects, and in uncertain conditions.

PLO19. Be able to independently identify economic problems in the analysis of specific situations, to suggest ways to solve them.

PLO21. Be able to develop optimal plans for the enterprise as a whole and its individual units.

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

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.

Contents

MODULE 1. GENERAL BASES OF ENTREPRENEURSHIP AND BUSINESS CULTURE

Topic 1. The essence and content of business culture. The necessity to address ethical issues in business in today's environment. The content and components of enterprise culture. Culture as a factor in development of entrepreneurial management methods.

Topic 2. Ethics of entrepreneurship. Problems of implementation of ethical principles in economic activity. Conditions for establishing business culture and ethics.

Topic 3. Social responsibility and social consciousness of a modern entrepreneur. Participation of entrepreneurs in solving social and socially important problems. Relationship between the entrepreneur and the fiscal authorities. An entrepreneur in the labor market. Environmental consequences of entrepreneurial activity. The impact of entrepreneurship on the education of children and adolescents. Charity.

MODULE 2. PRACTICAL AND APPLIED ASPECTS OF BUSINESS CULTURE

Topic 4. Corporate business culture. Types of corporate cultures. Corporate style.

Topic 5. Etiquette of business relations. Rules of conduct in the office. Holding a meeting. Etiquette of telephone conversations.

Topic 6. Business communication in an informal setting. Choosing a convenient form of business negotiations. Ethical standards of behavior during business negotiations in an informal setting.

Topic 7. Business design. Corporate identity and its elements. Trademark, symbol, logo. Naming, copywriting, slogan.

Topic 8. Formation of image and style of a business person. Appearance as a means of creating a professional image. Business person's clothes. Facial expressions and gestures as components of a professional image of a business person.

Exemplary Literature

Primary

1. Apopiy V.V. Fundamentals of entrepreneurship: textbook. / V.V. Apopiy, N.O. Shutovskaya, S.A. Sereda. - K.: Lira-K, 2014. - 324 p.
2. Voronkova V.G. Fundamentals of Entrepreneurship: Theory and Workshop: textbook.. - K.: Lira-K, 2014. - 455 p.
3. Goy I.V. Entrepreneurship: textbook. - K.: ІТУЛ, 2013. - 368 p.
4. Grishchenko I.M. Entrepreneurial Business: Textbook for university students. - K.: Hramota, 2016. - 519 p.
5. Dickins D. Entrepreneurship and small firms / D. Dickins, M. Friel. - K.: Lira-K, 2014. - 448 p.
6. Zakharchin G.M. Fundamentals of Entrepreneurship: textbook. - 2nd ed. - K.: Lira-K, 2013. - 407 p.

Supplementary

1. Corporate culture: Textbook / ed. G.L. Hayet. - Kyiv: Center for Educational Literature, 2003. - 403 p.
2. Kochubey R.V. Entrepreneurial structures in a changing environment: problems of adaptation: a monograph. - K.: Lira-K, 2015. - 133 p.
3. Kulishov V.V. Economic handbook of the entrepreneur: textbook. - K.: Lira-K, 2013. - 162 p.
4. Melnikov A.M. Fundamentals of business organization: textbook. - K.: Lira-K, 2013. - 200 c.
5. Petrovich J.M. Creation and functioning of business entities: textbook. - K.: Lira-K, 2015. - 256 p.
6. Tyagunova N.M. Entrepreneurship and business culture. Credit module course: textbook. - K.: Lira-K, 2014. - 118 p.

Web resources

1. Laws of Ukraine – <http://meta-ukraine.com>
2. Official site of the State Statistics Committee of Ukraine / www.ukrstat.gov.ua
3. Official site of the National Library named after Vernadsky / www.biblvernad.org.ua
4. <http://www.aib-world.org/trademission.shtml>
5. <http://www.bcemag.com>
6. <http://www.economist.com>
7. <http://www.ibisa.Bizland.com>

Academic staff

Name	Academic degree	Position	Qualification / Academic Discipline	Full-time / Part-time	Area of Teaching
Khomenko Inna Oleksandrivna	Doctor of Economic Sciences	Professor at the Department of Theoretical and Applied Economics	Chernihiv State Technological University (2003), specialty – Finance, qualification – Economist; Chernihiv National University of Technology (2017), specialty - Environmental and Natural Resource	Full-time	International Economic Relations, State Regulation of Economy, Enterprise Potential and Development, Development of Business Model of the Enterprise, Legal Regulation of Economy,

			Economics, Master in Environmental and Natural Resource Economics; Doctor of Economic Sciences 08.00.03 Economics and Management of National Economy		Fundamentals of Law, Planning and Control at the Enterprise, Economic Cybernetics, Start-up training course, Entrepreneurship and Business Culture
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