

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"
Заступник керівника
(проректор з науково-педагогічної роботи)
М.В. Афанасьєв



ІТ підприємництво

робоча програма навчальної дисципліни

Галузь знань	Усі
Спеціальність	Усі
Освітній рівень	перший (бакалаврський)
Освітня програма	Усі

Вид дисципліни
Мова викладання, навчання та оцінювання

вибіркова
іноземна

Завідувач кафедри менеджменту та бізнесу



Т. І. Лепейко

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

IT ENTREPRENEURSHIP
syllabus of the educational discipline

Field of knowledge **all**
Specialty **all**
Educational level **first (bachelor)**
Educational program **all**

Discipline type **selective**
Teaching, learning and assessment language **English**

Head of Management and Business Department

T. I. Lepeyko

Kharkiv
Simon Kuznets KhNUE
2019

APPROVED

at a meeting of Management and Business Department

Minutes # 5 dated 17.10.2019

Compiler:

Mazorenko Oksana Volodymyrivna, PhD in Economics, Assoc. Prof. of
Management and Business Department

**Letter of renewal and re-approval
of the syllabus of the educational discipline**

Academic year	Date of the meeting of the department - the developer of syllabus	# of minutes	Signature Head of Department

1. Introduction

Abstract of the educational discipline: The program of studying the discipline "IT entrepreneurship" is compiled according to the educational program of preparation of bachelors. The educational discipline " IT entrepreneurship " belongs to the cycle of selective professionally oriented disciplines of bachelor's training.

The subject of the study of the discipline is the theoretical concepts of entrepreneurship, the methodology of IT entrepreneurship.

Purpose of the discipline: formation of students' competencies for conceptual understanding the foundations for functioning of enterprises of different ownerships in the IT industry, acquiring skills of creating your own business justification, and improving the efficiency of business management in market conditions.

Course	2	
Semester	3	
Quantity of credits ECTS	5	
Classroom training sessions	Lectures	32
	Practicals	32
	Laboratory lessons	-
Independent training	86	
Final control	pass	

Structural and logical scheme of studying the discipline:

The previous disciplines	The following disciplines
Microeconomics	Finance
Macroeconomics	Strategic management
Computer Science	Marketing

1. Competence and learning outcomes of the discipline:

Competence	Learning outcomes
Ability to highlight peculiarities of the entrepreneurship in the current conditions of the Ukrainian market.	Knowledge and understanding of the peculiarities of doing business, content of entrepreneurship.
Ability to choose the types of entrepreneurial activities in solving organizational and managerial tasks.	Knowledge and understanding the differences between types of entrepreneurial activities.
Ability to organize own business activities in the modern IT sector	Skills to organize business taking into account peculiarities of IT sector.
Ability to carry out the selection of necessary information according to the Ukrainian accounting and tax legislation	Knowledge and understanding of the Ukrainian accounting and tax legislation.
Ability to determine the main financial performance of the enterprise and evaluate their dynamics.	Knowledge and understanding of the evaluating activities methodology.
Ability to develop business plan.	Knowledge and understanding of the essence of business planning. Skills to develop business plan.

2. Syllabus of the educational discipline

Content module 1. Organizational and legal aspects of entrepreneurship.

Theme 1. Concept of entrepreneurship. The key types of the entrepreneurial activity.

The concept of entrepreneurial activity. The environment of the enterprise. Internal and external environment of the enterprise. Features of business development in the information economy. The personality of the entrepreneur and his quality. Classification of enterprises and their features in modern business.

Theme 2. Entrepreneurial ideas and methods of their implementation.

The concept of "entrepreneurial idea", its meaning. Sources of formation of new ideas. Methods of generating entrepreneurial ideas and calculating their success. Business Solutions Sphere and Technology. Economic methods of entrepreneurial decisions.

Theme 3. Registration of enterprises of different ownership forms.

Types of enterprises in Ukraine. Statutory fund requirements. The order of registration of enterprises in Ukraine. The constituent and registration documents. Reservation of the company name. Requirements for founders in different organizational forms of enterprises.

Features of creation of enterprises of different forms of ownership.

The cost of registration of legal entities and individuals. Features of registration of joint-stock companies, limited liability companies, private enterprises, limited partnerships and more. Amendments to the constituent documents.

Theme 4. Sources of financing of business activity

Own, borrowed and attracted sources of financing of business activity.

Lending to enterprises of different forms of ownership. Types of loans. Bank lending. Principles and conditions of crediting. Requirements for documents required for obtaining a loan.

Cost of borrowed funds.

Features of security. Financing your business at your own expense. Equipment leasing as an alternative to credit. Venture Financing: Essence, Features and Opportunity

Theme 5. Business taxation, accounting and reporting

General and simplified system of taxation, accounting and reporting of business activities.

Features for legal entities of different forms of ownership and individuals. Single tax for legal entities and individuals. Features of accounting and reporting for legal entities and individuals.

The order and forms of accounting at enterprises.

Types of taxes. Tax benefits in various fields of activity. Penalties. Controls and supervisors, types of inspections.

Content module 2. Peculiarities of doing business in IT area

Theme 6. Business models for IT area

Approaches to doing business in the IT area. Definition of business model. The structure of business model.

Categories of internet-based business. What Is A Business Model? E-Business concept.

E-business models.

Theme 7. General characteristics of IT business

The structure and trend of demand for IT products and services. Key consumers and suppliers of IT products and services. Market dynamics. Mergers and acquisitions. Logistic chains in IT and their participants. Vendors and their partners. Alliances and partnerships of companies. Franchises.

Ownership structure in the IT business. The main organizational forms of IT business.

IT innovations and startups. The role of investors. The main activities of startups. The main types of IT business.

Theme 8. Business-planning.

The essence and purpose of Business-planning. Content and structure of business plan.

Types of business plans. The elements of business plan.

Tips for business planning. Presentation of business plan.

Theme 9. Marketing of IT projects

Place and role of marketing in IT company. Key business models in IT and their marketing needs.

Marketing communications on the Internet. Features of marketing communications on the Internet. Website as the basis of Internet communications. Internet advertising. Planning advertising campaign.

3. Procedure for assessment of learning outcomes

The system of evaluation of the developed competencies takes into account the types of lessons, which, according to the syllabus, include lectures, laboratory classes, and independent training. Assessment of the developed competencies is carried out using a 100-point accumulation system. In accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Students' Learning Based on the Accumulated Bulletin-Rating System" Simon Kuznets KhNEU, control measures include:

current control during the semester during lectures, practical, seminar, laboratory sessions and is estimated by the sum of the points scored (the maximum amount is 60 points; the minimum amount that allows the student to take the exam - 35 points);

modular control carried out in the form of a colloquium as an intermediate mini-exam on the initiative of the teacher, taking into account the current control over the relevant content module and aims to integrate the evaluation of the student's learning outcomes after studying the material from the logically completed part of the discipline - content module

final / semester control, conducted in the form of a semester exam, according to the schedule of the educational process.

The procedure for carrying out the **current assessment** of students' knowledge. Assessment of student's knowledge during seminars, practical and laboratory classes and performance of individual tasks is carried out according to the following criteria:

understanding, degree of assimilation of the theory and methodology of the problems under consideration; the degree of assimilation of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in an audience; logic, structure, style of presentation in written works and speeches in the classroom, the ability to justify their position, implement summarize and draw conclusions; arithmetic correctness of the implementation of an individual and complex settlement task; the ability to conduct a critical and independent

assessment of certain problem issues; the ability to explain alternative views and the presence of their own point of view, position on a particular problem issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and validity of conclusions about the problem; independence of work; literacy of presentation; use of comparison methods, generalizations of concepts and phenomena; registration of work.

General criteria on which the evaluation of extracurricular students' independent work are: the depth and strength of the knowledge level of thinking, the ability to organize knowledge on certain topics, the ability to make informed decisions, possession categorical aid, skills and techniques of practical tasks, the ability to find relevant information carry out its systematization and processing, self-realization on practical and seminars.

The **final control** of the students' knowledge and competencies is based on semester test work, the task of which is to check the student's understanding of the program material in general, the logic and interrelations between the individual sections, the ability to use the accumulated knowledge creatively, the ability to formulate their attitude to a particular problem of academic discipline, etc.

A student should be considered certified if the sum of the points obtained on the basis of the final / semester examination is equal to or exceeds 60.

The final score in the discipline is calculated on the basis of the points obtained during the exam and the points obtained during the current control over the accumulation system. The total score in the points for the semester is: "60 and more points are passed", "59 and less points are not passed", and entered in the record "Record of success" of the discipline.

Distribution of points for weeks

Themes		Lectures	Practical lessons	Laboratory lessons	Express-test	Tasks by themes	Total
CONTENT MODULE 1.	Theme 1	1 week	1	1			2
		2 week	1	1			2
	Theme 2	3 week	1	1			2
		4 week	1	1		8	10
	Theme 3	5 week	1	1			2
		6 week	1	1			2
	Theme 4	7 week	1	1			2
		8 week	1	1		6	8

CONTENT MODULE 2.	Theme 5	9 week	1	1			8	10
		10 week	1	1				2
	Theme 6	11 week	1	1				2
		12 week	1	1				2
	Theme 7	13 week	1	1			8	10
		14 week	1	1		6		8
	Theme 8	15 week	1	1				2
		16 week	1	1		24	8	34
Total			16	16	0	36	32	100

The assessment scale: national and ECTS

The total score	The ECTS assessment scale	The national assessment scale
90 – 100	A	excellent
82 – 89	B	good
74 – 81	C	
64 – 73	D	satisfactory
60 – 63	E	
35 – 59	FX	unsatisfactory
1 – 34	F	

4. Recommended References

Main

1. Лепейко Т.І. Основи інформаційної економіки : навчальний посібник / Т.І. Лепейко, О.В. Мазоренко. – Харків : Вид. ХНЕУ, 2012. – 138 с.
2. Lepeyko T. Basics of the information economy : textbook/ Т. Lepeyko, O. Mazorenko. – Kharkiv : Khneu, 2013. – 141 p.

Ancillary

3. Гринберг А. С. Информационный менеджмент: Учеб. пособ. для вузов / А. С. Гринберг, И. А. Король .-М.: ЮНИТИ-ДАНА, 2003. – 415 с.
4. Ивин Л. Н., Куклин В. М. Информационная экономика.- Харьков: изд-во Кроссрод, 2005. – 436 с.
5. Targett D. IT in Business. A manager's casebook / D. Targett, D. J. Grimshaw, Ph. Powell. – Oxford : Butterworth-Heinemann, 1999. – 318 p.
6. Zheng Qin. Introduction to E-commerce / Q. Zheng. – Beijing : Tsinghua University Press, 2009. – 517 p.

Information Resources

7. Мазоренко О. В. ІТ підприємництво / IT entrepreneurship // Сайт ПНС ХНЕУ ім. С. Кузнеця [Електронний ресурс]. – Режим доступу: <https://pns.hneu.edu.ua/course/view.php?id=606><https://pns.hneu.edu.ua/course/view.php?id=5603>