



Syllabus of the educational discipline
«Analysis of entrepreneurial activity»

Specialty	073 Management
Educational program	073.020 Innovation activity management
Level of education	Bachelor degree
Discipline status	Base
Teaching language	English
Course / semester	3 course, 5 semester
Number of credits ECTS	5
Distribution by types of trainings and hours of study	Lectures – 24 hours. Practical studies (seminars) – 0 hours. Laboratory studies – 24 hours. Independent work – 102 hrs.
Form of final assessment	Pass
Department	Department of management, logistic and economics, r. 225, +38 (057) 702-02-65, http://www.eeml.hneu.edu.ua/
Teacher (-s)	Strokovych Hanna Professor, Doctor of Economics, Associated Professor
Teacher's contacts	annastrokovych@gmail.com +38068614-87-09.
Days of the classes	monday
Consultations	wednesday 2.00 p.m., remote; individual
The purpose of the discipline is the acquisition of systematic knowledge of the theoretical foundations and organizational and methodological foundations of the economics of entrepreneurship and innovation, promoting creativity, gaining strategic advantage.	
Prerequisites for learning	
"Economic theory", "Macro- and microeconomics", "Business economics", "Management", "Statistics", «Knowledge economy and innovation structure».	
Content of the educational discipline	
Content module 1. PRINCIPLES	
Theme 1. Developing People and Competencies	
Theme 2. The Economics of Entrepreneurship and Innovation	
Theme 3. Promoting Creativity	
Content module 2. PRACTICE	
Theme 4. Gaining Strategic Advantage	
Theme 5. The Marketing Plan	
Theme 6. The Business Plan	
Content module 3. CONTEXT	
Theme 7. Intellectual Capital	
Theme 7. Intellectual Capital	
Theme 8. Knowledge Management	
Theme 9. Presentation Technique	
Content module 4. SPECIALISMS	
Theme 10. Technical Innovation	
Theme 11. The Biotechnology Revolution	
Theme 12. Green Entrepreneurship: A sustainable development challenge	
Material and technical support (software) of the discipline	
<i>Microsoft Office</i>	
Course page on the Moodle platform (personal training system)	<i>presentations, practical tasks</i> https://pns.hneu.edu.ua/course/view.php?id=6818
Recommended literature	
Main	
1. Основи підприємництва: Підручник / [Біляк Т.О., Бірюченко С.Ю., Бужимська К.О., та ін.] ; під заг. ред. Н.В. Валінкевич. – Житомир : ЖДТУ, 2019. – 493 с.	
2. Підприємницька діяльність. Навчальний посібник. / За науковою ред. О. Л. Ануфрієвої / – Івано-	

**Additional**

3. Blanchflower, D. G., Shadforth, C. (2007). Entrepreneurship in the UK. Foundations and Trends in Entrepreneurship, 3, 257-264.
4. Bosma, N., Coduras, A., Litovsky, Y., Seaman, J. (2012). GEM manual: A report on the design, data and quality control of the global entrepreneurship monitor (Technical report). Global Entrepreneurship Monitor. Retrieved from http://www.espae.espol.edu.ec/images/stories/GEM_Manual_Quality_Control.pdf
5. Casson, M. C., Pavelin, S. (2016). The social performance and responsibilities of entrepreneurship. Business & Society, 55, 11-13.
6. Lucas, D.S., Fuller, C.S., Piano, E.E. and Coyne, C.J. (2018), "Visions of entrepreneurship policy", Journal of Entrepreneurship and Public Policy, Vol. 7 No. 4, pp. 336-356. <https://doi.org/10.1108/JEPP-D-18-00034>

Assessment system of learning outcomes

- 90–100 The student shows special creativity, can independently acquire know-ledge, finds and processes the information without the help of the teacher, is able to use the acquired knowledge and skills for decision-making in unusual situations, convincingly argues answers, reveals his/her own talents and inclinations
- 82–89 The student is fluent in the material studied, applying it in practice, solves exercises and problems in standard situations freely, independently corrects errors, the number of which is insignificant
- 74–81 The student is able to compare, summarize, organize information under the guidance of the teacher, independently apply it in practice, monitor his/her own activities, correct errors
- 64–73 The student reproduces much of the theoretical material, has knowledge and understanding of the key provisions, with the help of the teacher can analyze the course material, correct errors, many of which are significant
- 60–63 The student knows the material of the academic discipline at a level higher than the initial, reproduces a significant part of it at the reproductive level

Accumulation of rating points in the discipline

Types of training	Max points
Topic 1-12: survey (for each topic)	1
Topic 1-12: practical task (for each topic)	1
Creative task	16
Presentation	10
Written control work 1	15
Written control work 2	15
Colloquium	20
Max points	100

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

Discipline policies

Policy of academic integrity – cheating is prohibited.

Absenteeism policy – for absence from class and failure to complete the task in the future, the student receives 0 points, and if the task is completed, the maximum possible score is reduced by 20%,

Policy to perform tasks later than the deadline – the maximum possible score is reduced by 20%.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan)of the educational discipline (<https://pns.hneu.edu.ua/course/view.php?id=6818>)