

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«Харківський політехнічний інститут»

МЕТОДИЧНІ ВКАЗІВКИ
до практичних занять

з дисципліни **«ОСНОВИ ВЕДЕННЯ БІЗНЕСУ»**

для студентів спеціальності
073 «Менеджмент»

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2023

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL TECHNICAL UNIVERSITY
“KHARKIV POLYTECHNIC INSTITUTE”**

Department of General Economic Theory

FUNDAMENTALS OF DOING BUSINESS

**Methodical recommendations for practical classes
for full-time students of speciality 073 «Management»**

Kharkiv
NTU "KhPI"
2023

Методичні вказівки до практичних занять з дисципліни «Основи ведення бізнесу» для студентів спеціальності 073 «Менеджмент» / укл. В. В. Яцина. – Х. : НТУ «ХПІ», 2023. – 25 с. – Текст англ.

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Кафедра загальної економічної теорії

INTRODUCTION

The course «Fundamentals of doing business» highlights the main aspects of modern economic thinking, a system of special knowledge and practical skills in the field of genesis, problems of organization and functioning of business; substantiation of business ideas, drawing up a business plan, understanding the state registration of business entities and identifying business opportunities.

The process of studying involves the formation of competencies in the field of innovative entrepreneurship, the development by students of skills related to the implementation of research and development management, the implementation and commercialization of their results (products), the formation of skills in the use of various sources of risk financing of startup projects.

Special attention is paid to forming a system of basic knowledge in the field of business and entrepreneurship, their organization, operation and legal regulation and the forming the entrepreneurial thinking and getting skills and abilities to carry out entrepreneurial activity. It will help to understand the conceptual tasks of enterprises functioning in modern society.

These methodical recommendations will be useful for students of all majors of full-time education. They contain the necessary recommendations for the study of elective disciplines, including the course structure description, features of independent work on this course, topics of essays, recommended references for independent studying and credit questions for preparation.

The main purpose of writing an essay is to check the independent work of students in the process of learning, to find out the extent of their assimilation of the theoretical provisions of the course.

The result of learning the course is the formation of students' understanding the business processes in practice and determining the main effectiveness factors. At the same time, special attention is paid to the issues of forming a business idea, methods that can be used for its justification.

COURSE STRUCTURE

Content module 1. Theoretical foundations of business

Topic 1. Economic nature of business and entrepreneurship

Evolution of entrepreneurship. Common features and differences between the categories «business» and «entrepreneurship». Concepts, goals, objectives of business organization and entrepreneurial activity and their legal regulation. Elements of the business system. Functions and principles of entrepreneurship.

Topic 2. Business forms organization

The economic essence of the enterprise as the basis of business architecture. Classification of business structures. Types of enterprises and business associations. The most common forms of enterprises association. Organizational and legal forms of business. Advantages of partnerships over sole proprietorships. New forms of entrepreneurial activity: venture entrepreneurship, engineering, leasing, techno parks, trade network, franchising.

Topic 3. Small business

Economic essence of small enterprises. Peculiarities of small business development in Ukraine and abroad. Problems of financial support for the small businesses development in Ukraine. Business incubators as a form of small businesses support.

Topic 4. Business ethics

Business ethics of the organization. Using of ethical norms in the management sphere and in the relations between business partners and competitors. Patronage as a manifestation of ethical behavior. Principles of business ethics and modern business etiquette. Communication barriers and ways to overcome them. Ethical norms of business communication with the authorities and in international relations. Application of power pressure in business.

Topic 5. Entrepreneurial idea and the mechanism of its implementation.

Technology of the own business creating

The elements and sources of business ideas. Justification of the business idea. The process of generating business ideas. Business concept development. Stages of business idea development. Implementation and application of an entrepreneurial project. Factors of the business ideas failure.

Topic 6. Organizational aspects of business creation

Business environment in Ukraine and the world. The main factors of the macroenvironment. Choosing the way to enter the business: creating an enterprise from scratch, acquiring an existing business or a franchise. Analysis of advantages and disadvantages of each method. Direct or network marketing. Pros and cons of direct and network marketing.

Topic 7. Marketing analysis of the market

Market opportunities searching and the development of new product. Criteria for dividing the consumer market into segments. Basic approaches to positioning strategy. Methods of researching and influence on the market. Strategic actions of an entrepreneur. Marketing substantiation of a business idea: analysis of the market situation, market capacity, analysis of competitors, sales volume and its providing.

Topic 8. Fundamentals of business planning in entrepreneurial activity

The essence of business planning: main goals and functions. The technology of business plan creation. Justification of the necessity of business plan development. Main elements assessment of the business plan structure: summary, description of the enterprise, products and services, marketing justification, production, organizational and financial plans, project effectiveness and risk assessment, justification of production environmental friendliness and employee safety.

Content module 2. Practical foundations of business and entrepreneurship

Topic 9. State registration of business entities

State registration of business entities: basic provisions of the procedure. State registration of business entities in Ukraine. Procedure of the individual

entrepreneur state registration: list of documents for the individual entrepreneur state registration. Procedure of the legal entity state registration: the main peculiarities.

Topic 10. Fundamentals of business financing organization

The essence of business entities finances. Signs of finance and their functions. Classification of financial resources by formation sources. The main forms of business financing. Bank, commercial and mixed credit. Leasing, factoring and forfeiting. Organization of the enterprise financial activities. Creation of a financial service and the main content of financial work.

Topic 11. Choosing the optimal business taxation system

Types of taxes and obligatory fees. Simplified taxation system of the economic entities. Advantages and disadvantages of the simplified taxation system. General system of taxation. Tax exemption, tax benefits and other features of taxation. Single social contribution. Peculiarities of taxation form choosing.

Topic 12. Analysis of commercial organizations financial results

Break-even activity of enterprise as a factor of the financial stability ensuring. The main tasks of profitability indicators analysis. Indicators system of the production efficiency and financial status of commercial organizations. Economic efficiency of production: the main criteria.

Topic 13. Information business

The essence of modern business in the process of the information society formation. The definition, structure and main trends of information business development. Products of information activities. Position and prospects of information business development in Ukraine. Financial and credit system, its role at the production regulation.

Topic 14. Business infrastructure organization

The main elements of business infrastructure. Organization of banking and stock exchange business infrastructure. The main tasks of the National and commercial banks. Commodity exchange operations. Customs and tax systems at

the business infrastructure. Arbitration system in business infrastructure.

Topic 15. International entrepreneurship

Forms of international entrepreneurship. Joint ventures: peculiarities of creation and functioning in Ukraine. The essence and structure of free economic zones. World experience of creating free economic zones. Offshore companies. Forms of business entities cooperative relations.

Topic 16. Insurance and risk management in business

Definition of risk in business. Types of risks: industrial, commercial, financial, investment and market. Business losses insurance. Risk losses classifications. Influence factors on the entrepreneurial and business risks of the enterprise. Commercial risks insurance. The main methods of risk reduction in the company's activities. Risk management in business. The concept and procedure of bankruptcy.

DISCUSSION QUESTIONS FOR PRACTICAL CLASSES

Topic 1. Economic nature of business and entrepreneurship

1. Doing business effectiveness in different economic systems: traditional, team, market and mixed.
2. Analysis of the concepts identity «business» and «entrepreneurship».
3. Common features of an entrepreneur. Business subjects and objects.
4. Restrictions on the entrepreneurial activity.
5. Analysis of the international ratings, such as: The Global Competitiveness Index and Ease of Doing Business Index and determination of Ukraine's place in these ratings .

Topic 2. Business forms organization

1. Legal business database in Ukraine.
2. Classification of enterprises according to various criteria.
3. Types of business associations.
4. Features of the most common forms of enterprises association.
5. Analysis of the modern forms of business: venture entrepreneurship, leasing, engineering, technology parks, franchising, etc.

Topic 3. Small business

1. Current state analysis of small business development in different countries.
2. Criteria for classifying an enterprise as small.
3. SWOT analysis of small business.
4. Ways to overcome financial difficulties that arise at the small business entrepreneurs.
5. Pros and cons of business incubators using the examples of existing structures in Ukraine and abroad.

Topic 4. Business ethics

1. Key characteristics of ancient and modern ethical theories.
2. Analysis of the main ethical rules of business.

3. Conflict resolution strategies in the business environment.
4. Components of the entrepreneur etiquette. Main features of modern business protocol.
5. Verbal and non-verbal methods of communication. The essence of neurolinguistic programming.

Topic 5. Entrepreneurial idea and the mechanism of its implementation.

Technology of the own business creating

1. The main sources and methods of business ideas generating.
2. The essence and the matrix formation of entrepreneurial ideas screening.
3. Key stages of business concept development.
4. Impact factors of the entrepreneurial activity choice and the process of own market niche determining.
5. Factors of the business ideas failure.

Topic 6. Organizational aspects of business creation

1. Comparative analysis of creating a new business, buying an existing business or buying a franchise: advantages and disadvantages.
2. Types of franchising: product, manufacturing, business-format, corporate, conversion. Franchise evaluation schemes.
3. Characteristics of the direct marketing channels.
4. The essence, drawbacks and benefits of network marketing. Difference between network marketing and financial pyramid.
5. The essence and features of the electronic commercial entrepreneurial activity.

Topic 7. Marketing analysis of the market

1. Characteristics of the directions and marketing principles.
2. Criteria for dividing the consumer market into segments.
3. The essence and procedure of the position strategy determining.
4. Cycles of marketing researches and basic principles of marketing management.

5. Analysis of quantitative and qualitative market research methods. The purpose of marketing justification.

Topic 8. Fundamentals of business planning in entrepreneurial activity

1. Goals, features and criteria for developing a business plan.
2. Characteristics of the modern standards business plan creation.
3. Typical structure of a business plan, key features, examples.
4. The essence of the CANVAS business model.
5. Analysis of the most frequent business planning mistakes.

Topic 9. State registration of business entities

1. Analysis of legislative acts, that regulate the procedure of business entities state registration.

2. Methods of business entities state registration.
3. Peculiarities of individuals and legal entities state registration.
4. Key features of bank institutions registration.
5. Alternative methods of business entities state registration.

Topic 10. Fundamentals of business financing organization

1. Business value estimation and its application sphere.

2. Finances of business entities. Sources of equity formation. External and internal financing.

3. Main forms of business financing. Banking, commercial and mixed business lending.

4. Comparative characteristics of leasing, factoring and forfeiting.

5. Financial service of the enterprise: the purpose of creation and main functions.

Topic 11. Choosing the optimal business taxation system

1. The essence and types of taxes and fees and key differences between them.

2. Taxation system characteristics for business entities in Ukraine.

3. Comparative analysis of general and simplified taxation systems. Tax benefits.

4. Analysis of single tax payers. Activity restrictions that make it impossible to choose a simplified system.

5. Analysis of main taxes and fees. Financial sanctions for non-payment or late payment of taxes and fees. Tax systems of foreign countries.

Topic 12. Analysis of commercial organizations financial results

1. The main tasks of profitability indicators analyzing.

2. Determining of the effectiveness key criteria of the entrepreneurial activity.

3. Methods of monetary incomes evaluation.

4. Indicators for assessing the financial state of the enterprise: solvency ratio, liquidity coverage ratio and so on. Balance sheet liquidity scheme.

5. Methodology for calculating the security indicator of commercial activity. Marginal profit.

Topic 13. Information business

1. Economic and organizational foundations of information business. The history of the information business emergence and formation.

2. Current state of the information and communication technologies. The information market and the mechanism of its functioning.

3. Types of information products and services. Methods of marketing information obtaining and processing.

4. Information business organizational forms. Development and implementation principles of information systems.

5. Theoretical foundations of benchmarking and its application in Ukraine.

Topic 14. Business infrastructure organization

1. Characteristics of the business infrastructure main elements.

2. Financial and credit infrastructure of business: banks, stock and currency exchanges, investment funds and companies, credit, insurance and guarantee institutions, credit unions, public association funds.

3. Organizational and technical infrastructure: commodity exchanges, trading

houses, leasing companies, associations of entrepreneurs, transport communications and means of communication.

4. Information and analytical infrastructure: information, consulting, law firms, business centers, audit organizations.

5. Modern elements of supporting small and medium-sized enterprises infrastructure: business incubators, technology parks, innovation and investment funds and companies, leasing companies, etc.

Topic 15. International entrepreneurship

1. Basic conditions for the international entrepreneurship emergence and expansion.

2. Characteristics of international entrepreneurship forms: foreign trade relations, scientific and technical cooperation, license trade, know-how, joint ventures.

3. Purpose and current tasks of joint ventures. Development of joint ventures in Ukraine.

4. Key features of the free economic zones. Creation and functioning of offshore jurisdictions.

5. Strategic priorities of the state policy for the international entrepreneurship development in Ukraine.

Topic 16. Insurance and risk management in business

1. General characteristics of the risk main types: industrial, commercial, financial, investment and market.

2. Risk assessment scale. Quantitative and qualitative analyzes of risks.

3. Losses analysis of risks. Risk insurance.

4. Risk management methods.

5. Determination of the enterprises insolvency. Bankruptcy procedures: monitoring; financial recovery; external management; competitive holding; world agreements.

TOPICS FOR PERFORMING THE ESSAY

1. Modern conditions of the development of entrepreneurship in Ukraine.
2. Information business and its role in the market economy.
3. The role of small business in the economic development of society.
4. Franchising as a way of business starting.
5. Small business influence on structural changes in the economy.
6. Venture financing.
7. Joint venture as a form of cooperation between business partners.
8. Forms of small business, their development and functioning.
9. The tax system and its impact on the development of small and medium-sized businesses.
- 10.State support for small business development, its content and forms.
- 11.Leasing as a form of financial support for small businesses
- 12.Formation of global business infrastructure.
- 13.State registration procedure of the individuals and a legal entity.
- 14.Registration features of joint-stock companies.
- 15.Registration features of banking institutions.
- 16.State support of the entrepreneurship.
- 17.Business risks: essence, forms and ways of reduction.
- 18.Foreign experience of supporting small and medium-sized businesses.
- 19.Development of innovative entrepreneurship in Ukraine.
- 20.Public associations formation of entrepreneurs in Ukraine.
- 21.The main indicators of the entrepreneurial activity effectiveness.
- 22.Financial support of small business.
- 23.Development of business information communications in modern conditions.
- 24.Development of intellectual business in the system of market relations.
- 25.Modern business planning: Ukrainian and foreign approaches and methods.

CREDIT QUESTIONS

1. The emergence and evolution of the concept of «business», the historical experience of the entrepreneurship development.
2. Conditions and principles of entrepreneurial activity.
3. Psychology of success. Ways of achieving material well-being.
4. Restrictions on entrepreneurial activity in the conditions of a market economy.
5. Organization of business licensing.
6. Factors forming the business microenvironment.
7. The concept of an enterprise. Classification of enterprises.
8. The main stages of creating a new enterprise.
9. Basic organizational and legal forms of business and their brief description.
10. The main stages of the finding business ideas process.
11. Characteristics of technical and economic justifications when choosing a business.
12. Determining conditions for the production and resource potential of business.
13. Economic essence of small enterprises.
14. Peculiarities of small business development in Ukraine and abroad.
15. Business incubators as a form of small business support.
16. Business ethics of the organization.
17. Principles of business ethics and modern business etiquette.

18. Ethical norms of business communication with the authorities and in international relations.
19. Application of power pressure in business.
20. Elements and sources of business ideas.
21. Justification of the business idea.
22. Development of a business concept.
23. Implementation and using the entrepreneurial project.
24. Factors associated with failures in the implementation of business ideas.
25. The most important elements of an entrepreneurial idea.
26. Business environment in Ukraine and in the world.
27. Comparative characteristics of the creating an enterprise from scratch and acquiring an existing business.
28. Essence and types of franchising.
29. Factoring and forfeiting as forms of business activity.
30. General characteristics of direct and network marketing.
31. Finding market opportunities and product development.
32. Methods of research and influence on the market.
33. Marketing justification of a business idea.
34. The essence of business planning, its goals and functions.
35. Technology of creation a business plan.
36. Characteristics of the business plan structure.

37. The financial plan as a part of the business plan and what issues it covers.
38. Characteristics of the production and organizational plan in business planning.
39. CANVAS business model.
40. Basic provisions of the procedure for business entities state registration.
41. Procedure of an individual entrepreneur state registration.
42. Procedure of a legal entity state registration
43. The essence of finances of business entities.
44. Basic forms of business financing
45. Organization of enterprise financial activities.
46. Types of taxes and obligatory fees.
47. Simplified system of taxation of the economic entities.
48. General system of taxation.
49. Key features of taxation form choosing.
50. Break-even activity as a factor in ensuring the financial stability of the enterprise.
51. System of production efficiency indicators and financial status of commercial organizations.
52. The content of modern business in the information society.
53. The essence, structure and main trends of information business development.
54. Products of information activities.

- 55.State and prospects of information business development in Ukraine.
- 56.Elements of business infrastructure.
- 57.Organization of banking and stock exchange business infrastructure.
- 58.Customs and tax systems in business infrastructure.
- 59.Arbitration system in business infrastructure.
- 60.Definition and main functions of audit in business.
- 61.Forms of joint international entrepreneurship.
- 62.The essence and structure of free economic zones.
- 63.World experience of creating free economic zones. Offshore companies.
- 64.Forms of cooperative relations of business entities.
- 65.Definition of risk in business.
- 66.Business losses insurance. Insurance of commercial risks.
- 67.Risk management in business.
- 68.Characteristics of the entrepreneurial risks.

FORMAT REQUIREMENTS

Recommended volume of the essay is 15 - 12 pages. Prepared work is submitted carefully edited and printed on A4 paper (297 mm x 210 mm). Technical requirements for design are: font Times New Roman; size 14 point; line spacing - 1.5; paragraph - 1.25 cm, margins: right - 15 mm, left - 25 mm, upper, lower - 20 mm. Include page numbers. Divide your work into clearly defined and numbered sections. The titles of structural parts of the calculation task are printed in capital letters symmetrically to the text ("CONTENTS", "INTRODUCTION", "CONCLUSIONS", "REFERENCES" "APPENDIX"). Subsections should be numbered 1.1 (then 1.1.1, 1.1.2, ...), 1.2, etc. Any subsection may be given a brief heading. Each heading should appear on its own separate line and should be printed in small letters (except the first capital letter). Do not put a dot at the end of the title. The distance between the title and the text should be two spaces.

Write your text in good English (American or British usage is accepted, but not a mixture of these).

Statistical material should be arranged in the form of tables, figures and diagrams.

Ensure that each illustration has a caption. Supply captions separately, not attached to the figure. A caption should comprise a brief title (not on the figure itself) and a description of the illustration. Keep text in the illustrations themselves to a minimum but explain all symbols and abbreviations used. The figures should be arranged symmetrically to the text. It is recommended to leave one free line at the top and bottom of the figure.

Submit tables as editable text and not as images. Tables should be placed next to the relevant text in the paper or at the next page. The number is written after

the word "Table"; the title is made above the table. It should be aligned left. It is recommended to leave one free line at the top and bottom of the table. Number tables consecutively in accordance with their appearance in the text and place any table notes below the table body.

Number tables and figures consecutively using the chapter number (e.g. Table 1.1 for the first table in Chapter 1).

Numbers of pages, sections, subsections, paragraphs, figures, tables, and formulae is given in Arabic numerals without the sign "№". The first page of the paper is the title page, which is included in the general numbering of the work. The number of the page is not put on the title page. On the following pages the number is put in the upper right corner of the page without a dot at the end.

In the process of work, students should use at least 15 high-quality relevant scientific sources. All bibliographic entries must contain a corresponding in-text citation. The addition of DOI (Digital Object Identifier) numbers is recommended but not essential.

Citation in the text of the task should be indicated by a serial number in the list of references, separated by square brackets, for example, "... in works [1-3]" or [1, 2]. If specific information or a quotation from a source is given, then example is: [1, p. 25], or [1, p. 25–29]. The order of references corresponds to the order they appear in the text.

Information about books (monographs, textbooks, reference books, etc.) should include: author's name and initials, book title, place of publication, name of publisher, year of publication, total number of pages. Information about the article from the periodical issues should contain: surname and initials of the author (s), title of the article, title of publication (journal), number of journal, year of publication, pages on which the article is placed.

Figures, tables, intermediate mathematical calculations, auxiliary text can be designed as appendices. Appendices have end-to-end page numbering, common to the document. Each appendix is placed on a new page. All appendices must be referenced in the text. Appendices are placed in the order of their citations in the text.

TITLE PAGE TEMPLATE

Ministry of Education and Science of Ukraine

National Technical University

«Kharkiv Polytechnic Institute»

Department of General Economic Theory

ESSAY

Course: «FUNDAMENTALS OF DOING BUSINESS»

Topic:

«_____»

Variant № _____

Completed by:

group _____

Checked by:

Kharkiv

2023

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Навчальне видання

МЕТОДИЧНІ ВКАЗІВКИ

до практичних занять

з дисципліни «**ОСНОВИ ВЕДЕННЯ БІЗНЕСУ**»

для студентів спеціальності 073 «Менеджмент»

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