MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL TECHNICAL UNIVERSITY
«KHARKIV POLYTECHNICAL INSTITUTE»

METHODOLOGICAL RECOMMENDATIONS

for writing reports of the discipline

«Fundamentals of entrepreneurship»

for students of all economic specialties

the first (bachelor) level of all forms of education

Kharkiv
NTU «KhPI»
2024

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Compiler O. B. Bilotserkivskyi

Reviewer I. I. Sosnov

Department of Business, Trade and Logistics

INTRODUCTION

Entrepreneurship is an independent, proactive activity at one's own risk based on the formation of an innovative entrepreneurial (business) idea. Entrepreneurial activity includes production, trade, financial and consulting spheres. Therefore, the growing interest in the organization and conduct of business activities in Ukraine necessitates the training of specialists with appropriate qualifications.

The discipline «Fundamentals of Entrepreneurship» studies the theoretical and practical foundations of economics and the organization of entrepreneurial activity, the mechanism of establishing a business idea, the formation and distribution of income, pricing, interest, assessment and risk management. The study of this discipline is directly based on such disciplines as: Economic theory, Micro- and Macroeconomics.

These methodological recommendations are intended for the preparation and formatting of reports on the subject of «Fundamentals of Entrepreneurship» for students of all economic specialties at the first (bachelor's) level of all forms of education. The student selects the task options based on the last digit of his/her surname in the group journal. Students of all forms of education work on the report throughout the semester. The execution and formatting of the reports are carried out according to the general requirements for their preparation. Recommended literature, the Internet, etc., serve as sources of information for writing them. Students of all forms of education defend their reports during the examination week in the form of a presentation using Microsoft PowerPoint.

These guidelines do not replace textbooks on the fundamentals of entrepreneurship. For a more detailed study of the material special educational publications are recommended.

1. GENERAL PROVISIONS

Writing a report (RE) on the subject «Fundamentals of Entrepreneurship» is one of the forms of individual work for students. The RE should be an independent, completed work that reflects the scientific interests of the student, his/her knowledge, skills, and abilities, and serves as a way to engage the author in the specifics of theoretical work. The compilative nature of the RE does not negate the need for it to be a cohesive, completed work following a specific structure, where the author must demonstrate the ability to consistently and logically present the content of the problem posed. Additionally, there should be creative consideration, interpretation, and explanation of the latter, even partial generalization, and resolution as a scientifically significant issue. In the RE, the author is obliged to demonstrate their knowledge of both classical and modern literature on the researched issue, as well as the ability to defend the main provisions of their scientific work during examinations.

2. REPORT DESIGN

RE must be printed on a standard A4 sheet according to the following requirements: margins: left – 30 mm, right – 15 mm, top – 20 mm, bottom – 20 mm; font – Times New Roman, 14 pt; line spacing – 1.5 pt; indent – 1.25 pt; text alignment – in width. In the tables, there are Times New Roman, 12 pt, single spaced and unindented font.

The text volume of RE is up to 15–20 printed pages. Language must be English.

The RE structure includes the following elements:

- front page,
- content,
- introduction,
- main part (sections, subsections),
- conclusions and recommendations,
- list of references.

The title page contains the name of the ministry (Ministry of Education and Science of Ukraine); the name of the higher educational institution (National Technical University «Kharkiv Polytechnic Institute»); name of the educational and scientific institute (Economics, Management and International Business), department where the work was done (Business, Trade and Logistics); course, group, name and surname of the author (see Appendix 1).

After the title page, the content (plan) is located (the page is not numbered), which contains the names of the sections and the pages (interval – 1.5).

An example of RE content is presented in Appendix 2.

A 1–2-page introduction is an important part of RE. It substantiates the relevance of the topic, based on the importance of this area for the Ukrainian economy, formulates goals and defines the tasks of RE.

The main part of RE contains the answers to the selected topic of the report, divided into sections. There can be one section, but with three or more subsections.

Conclusions and recommendations are an independent part of RE. There it's necessary to not simply retell the content of the work, but to highlight the following aspects:

- ✓ briefly describe the results for each section,
- ✓ make a general conclusion on the selected topic of RE;
- ✓ offer your recommendations.

The volume of conclusions and recommendations is up to 2 pages inclusive.

The reference list contains literature and Internet links (at least 10).

Each structural element of the work content (INTRODUCTION, CHAPTER 1, CHAPTER 2, ..., CONCLUSIONS AND RECOMMENDATIONS, REFERENCE LIST) begins on a new page.

Full-time students should defend their reports at the credit-month consultations in the form of Microsoft Power Point presentation. The duration of the presentation is up to 15 minutes.

3. TOPICS OF REPORTS

The student selects the topic of RE according to the number of the surname in the group list (or by choice).

1. Strategy for the development of entrepreneurial activity on the example of one developed country.
2. Development strategy of entrepreneurial activity on the example of one CIS country.
3. State support for entrepreneurship development on the example of one developed country.
4. Licensing and patenting of certain types of entrepreneurial activity in your home country.
5. Innovative entrepreneurship: current state and development prospects in your home country.
6. Innovative entrepreneurship: current state and development prospects on the example of one developed country.
7. High-tech entrepreneurship: current state and development prospects in your home country.
8. High-tech entrepreneurship: current state and development prospects on the example of one developed country.
9. Venture investment in developed countries.
10. State assessment of exchange activity in the world.
11. Directions for the development of commodity exchanges in your home country, taking into account world experience.
12. Business incubator as a necessary component of the university development in the developed countries.
13. Features of business planning in e-commerce.
14. State assessment of the consulting business in your country of residence.
15. Using international experience for the development of consulting entrepreneurship in your home country.

16. Implementation of projects to improve energy efficiency in your home country.

17. Advanced technologies of business planning of energy saving projects in your country of residence.

18. Social networks as a marketing tool for small businesses in modern conditions.

19. Innovative marketing communications of business enterprises in modern conditions.

20. Mechanisms for financing energy efficiency projects in your home country and the world.

APPENDIX

Appendix 1. An example of a title page design

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL TECHNICAL UNIVERSITY
«KHARKIV POLYTECHNIC INSTITUTE»
Educational and Scientific Institute of Economics,
Management and International Business
Department of Business, Trade and Logistics

Report
on the discipline «Fundamentals of Entrepreneurship»
Topic: _____

Performed by a first-year student of the group BEM-
Name and Surname
Checked by Associate Professor, Ph.D. Oleksandr Bilotserkivskyi

Kharkiv
2024

Appendix 2. An example of a report content

CONTENT

Introduction……...
1. Chapter 1……
    1.1. Subheading 1……
    1.2. Subheading 2……
2. Chapter 2……
    2.1. Subheading 1……
    2.2. Subheading 2……
Conclusions and recommendations……
Reference list…….....

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Навчальне видання

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