



## COURSE SYLLABUS "STARTING OWN BUSINESS"

**Degree of higher education - Bachelor**  
**Specialization 075 Marketing**  
**Educational programme "Marketing"**  
**Academic year 2023/2024, semester: 6**  
**Form of study full-time**  
**Number of ECTS credits 4**  
**Language of instruction English, Ukrainian**

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### Lecturer of the course

Associate Professor of the Department of Administrative Management and Foreign Economic Activity NUBIP of Ukraine, Ph.D., Associate Professor Tiurina Alona A.

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### Course page on eLearn

<https://eLearn.nubip.edu.ua/course/view.php?id=4206>

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## DESCRIPTION OF THE ACADEMIC DISCIPLINE

The development of entrepreneurial activity requires from its participants new approaches, a new philosophy, the development of new professions, approaches to people, their activities, and most importantly - new knowledge.

Discipline "Starting of own business" forms economic thinking of business professionals, entrepreneurial approach to economic activity, elaborates on the features of rational organization of agricultural enterprises of various forms of ownership and management, conducting agricultural production and entrepreneurial activity. The main purpose of studying the discipline is for students to master the theory of entrepreneurship, the formation of modern economic thinking, the acquisition of practical knowledge and skills for effective work in the chosen field.

The purpose of studying the course is to equip future specialists with scientific and practical knowledge on the effective organization of entrepreneurship in market relations. The task of the discipline "Starting of own business" is to teach students to critically analyse their own business ideas, navigate the legal framework and choose the most appropriate organizational and legal form of the enterprise, to develop modern ways of starting their own business.

### Competencies of the educational programme:

*Integrative competency (IC):* the ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by the complexity and uncertainty of conditions.

#### *General competencies (GC):*

GC 1 Ability to exercise one's rights and responsibilities as a member of society, to realize the values of civil (democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.

GC 2 Ability to preserve and increase moral, cultural, scientific values and increase the achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and the development of society, technology and technology, use different types and forms physical activity for active recreation and healthy living.

GC 3 Ability to abstract thinking, analysis, synthesis.

GC 4. Ability to learn and master modern knowledge.

GC 5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

GC12. Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity).

GC13. Ability to work in an international context.

**Program learning outcomes (PLO) of the educational programme:**

PLO 1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.

PLO 2. Analyse and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.

PLO 3. Apply acquired theoretical knowledge to solve practical tasks in the field of marketing.

PLO 5. Identify and analyse the key characteristics of marketing systems of various levels, as well as the peculiarities of the behaviour of their subjects.

PLO 9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

PLO 12. Demonstrate the skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.

PLO 13. To be responsible for the results of one's activity, to show the skills of entrepreneurial and managerial initiative.

PLO 25. Ability to find and evaluate new market opportunities and formulate business ideas, develop business plans.

PLO 26. Prepare founding documents and register the enterprise taking into account the peculiarities of various organizational and legal forms of business in accordance with current legislation.

PLO 29. Set up targeted advertising, develop SMM strategies and use content marketing in SMM, manage brand reputation in key social networks.

**COURSE STRUCTURE**

<b>Topic</b>	<b>Hours</b> (lectures/ laboratory, practical, seminar)	<b>Learning outcomes</b>	<b>Task</b>	<b>Assessment</b>
<b>Module 1</b>				
<b>Topic 1.</b> Entrepreneurial activity in a market economy	2/2	Know the basics of business, the basic laws in this area. Understand the principles and characteristics of entrepreneurship. Distinguish between business, economic and business activities.	Self-analysis of one's own values and motives for doing business. Writing an essay on the plan of a practical lesson. Completing independent work (including in eLearn)	<b>3</b>
<b>Topic 2.</b> Generation and viability of an entrepreneurial idea	2/2	Apply different methods to find your own business idea, assess your own capabilities and analyse the feasibility of implementing a business idea.	Brainstorming to find an entrepreneurial idea. Team building. Completing independent work (including in eLearn)	<b>6</b>
<b>Topic 3.</b> Design thinking in business	2/2	Understand the features of design thinking in business. Be able to form a value proposition, taking into account the needs of consumers.	Studying the needs and problems of consumers and forming their own value proposition. Completing independent work (including in eLearn)	<b>3</b>
<b>Topic 4.</b> Business entities	2/2	Distinguish between different types of enterprises. Understand the advantages and disadvantages of certain organizational and legal forms. Be able to choose the optimal type of company and assemble a team.	Submission of practical work on the analysis of the optimal organizational and legal form of the enterprise for conducting one's own business. Completing independent work (including in eLearn)	<b>3</b>
<b>Topic 5.</b> The mechanism of establishing your own business	2/2	Know the basic founding documents. Understand what documents you need to submit to register your business. Be able to communicate with government agencies.	Business game for registering your own business. Preparation of a package of documents for registration of own business. Completing independent work (including in eLearn)	<b>7</b>
<b>Module 2</b>				
<b>Topic 6.</b> Marketing in business	2/2	Be able to analyse the market situation and understand how to become a competitive entrepreneur. Master the method of forming a marketing strategy and promoting a product / service on the market.	Analysis of the sales market and competitive advantages of your own idea. Consumer segmentation and consumer portrait. Make a marketing plan to implement your own business idea. Completing independent work (including in eLearn)	<b>6</b>

<b>Topic</b>	<b>Hours</b> (lectures/ laboratory, practical, seminar)	<b>Learning outcomes</b>	<b>Task</b>	<b>Assessment</b>
<b>Topic 7.</b> Business planning	2/2	Know the process of drawing up a business plan. Apply methods of drawing up a business plan and forming start-up capital. Use online sources to find the information you need.	Development of production and organizational plan. Drawing up a business plan to implement your own business idea. Completing independent work (including in eLearn)	<b>6</b>
<b>Topic 8.</b> Financial resources of the entrepreneur	2/2	Distinguish sources of attracting financial resources for business. Be able to calculate start-up capital to start your own business. Know the sources of finding information about costs.	Solving problems according to the method of starting capital formation. Completing independent work (including in eLearn)	<b>3</b>
<b>Topic 9.</b> Mechanism of attracting investment for doing business	2/2	Know the methods of assessing the investment attractiveness of projects. Apply them in practice. Be able to seek investment to implement an entrepreneurial idea.	Calculation of the financial plan of own project. Submission of practical work to assess the investment attractiveness of the project. Completing independent work (including in eLearn)	<b>6</b>
<b>Topic 10.</b> Pitching an entrepreneurial idea	2/2	Know the techniques of pitching an entrepreneurial idea. Be able to apply them in practice. The ability to highlight the main in business plan for a successful pitch.	Preparation and presentation of the business idea to the investor. Completing independent work (including in eLearn)	<b>3</b>
<b>Module 3</b>				
<b>Topic 11.</b> Features of taxation in business	2/2	Know the basic systems of taxation and taxes paid by the entrepreneur in the course of its activities. Be able to count them. Understand the rights and responsibilities of taxpayers.	Submission of practical work on the choice of taxation system. Problem solving. Completing independent work (including in eLearn)	<b>6</b>
<b>Topic 12.</b> Accounting in business	2/2	Know the features of accounting in business. Use tax reporting on income tax, personal income tax, SSC, single tax, annual financial statements.	Selection and preparation of accounting tax reports. Keeping a book of expenses (and income). Completing independent work (including in eLearn)	<b>6</b>
<b>Topic 13.</b> Risks in business	2/2	Know what risks an entrepreneur may face and how to minimize them. Be able to apply methods of measuring and minimizing business risks.	Submission of practical work on measuring and determining ways to minimize their own business risks. Completing independent work (including in eLearn)	<b>6</b>

<b>Topic</b>	<b>Hours</b> (lectures/ laboratory, practical, seminar)	<b>Learning outcomes</b>	<b>Task</b>	<b>Assessment</b>
<b>Topic 14.</b> Features of organization the farms	2/2	Know how to organize a farm in Ukraine. Understand the mechanisms of state support for farming.	Selection of programs for financing farming and small business in Ukraine. Completing independent work (including in eLearn)	<b>3</b>
<b>Topic 15.</b> Sustainable development of business	2/2	Know what the Sustainable Development Goals are and their importance for ensuring the triple bottom line of business, to be able to organize a socially responsible business.	Assessment of the environmental and social impact of one's own business. Completing independent work (including in eLearn)	<b>3</b>
<b>Total for semester</b>	30/30			<b>70</b>
<b>Exam</b>				<b>30</b>
<b>Total for course</b>				<b>100</b>

### ASSESSMENT POLICY

<b><i>Policy regarding deadlines and resits:</i></b>	Assignments submitted after the deadline without valid reasons will be graded lower. Resetting of modules will be allowed with the permission from the lecturer and in the presence of valid reasons (e.g. medical reasons, family circumstances, etc.)
<b><i>Academic honesty policy:</i></b>	Cheating during tests and exams is strictly prohibited (including with the use of gadgets). Business plans, research papers must contain correct citations for all sources used. Estimates must be carried out manually.
<b><i>Attendance policy:</i></b>	Class attendance is mandatory. In case of objective reasons (such as illness or international internships), individual learning may be allowed (in online format by the approval of the dean of the faculty).

### SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE

Student rating, points	National grade based on exam results	
	exams	credits
90-100	excellent	passed
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not passed

### RECOMMENDED SOURCES OF INFORMATION

1. Ostapchuk AD, Zbarsky VK, Zbarskaya AV Effective enterprise management: educational manual. National University of Life and Environmental Sciences of Ukraine. K.: NUBIP of Ukraine, 2017. 452 p.
2. Fundamentals of entrepreneurship: training manual/ A. Hrebennikova, L. Gulyaeva, I. Perevozova, I. Yurko and others. K: CSR Center. 2019. 425 p.
3. Ostapchuk AD Grebennikova AA Organization of entrepreneurial activity: educational and methodological manual. K. : CP "Comprint", 2016. 159 p.
4. Ostapchuk AD, Hrebennikova AA Organization of entrepreneurial activity: methodical instructions for conducting seminars and practical classes for students of Agrarian Management Faculty. K.: CP "Comprint". 2016. 30 p.
5. Electronic training course "Starting own business".  
[URL:https://elearn.nubip.edu.ua/course/view.php?id=4206](https://elearn.nubip.edu.ua/course/view.php?id=4206)
6. Entrepreneurship and organization of agribusiness: educational manual / MM Ilchuk [etc.]; National University of Life and Environmental Sciences of Ukraine. K. : Agrar Media Group, 2017. 442 p.
7. Entrepreneurship: training manual / SV Panchenko, VL Dykan, OV Shramenko [etc.]. Kharkiv: UkrDUZT, 2018. Part 1. Theoretical foundations of business organization. 241 s.
8. Brukhansky RF Accounting: tutorial. Ternopil: TNEU, 2016. 480 p.
9. EEN-Ukraine consortium. Institute of Physics of the National Academy of Sciences of Ukraine. 2019 URL: <http://www.iop.kiev.ua/~een/consortium.html>.
10. Babiachok RI, Kulchytsky II The main trends in the development of startups in Ukraine - problems, obstacles and opportunities. NGO "Agency for European Innovation". 2018. URL:<https://www.civic-synergy.org.ua/wp-content/uploads/2018/04/Osnovni-tendentsiyi-rozvytku-startapiv-v-Ukrayini-1-1.pdf>.
11. The Top 20 Reasons Startups Fail. CB Insights Research Portal. 2019 URL:<https://www.cbinsights.com/research/startup-failure-reasons-top/>

12. Economic Code of Ukraine URL: <https://zakon.rada.gov.ua/laws/show/436-15>
13. Tax Code of Ukraine URL: <https://zakon.rada.gov.ua/laws/main/2755-17>
14. Law of Ukraine "On Joint Stock Companies" URL: <https://zakon.rada.gov.ua/laws/show/514-17>
15. Law of Ukraine "On Business Associations" URL: <https://zakon.rada.gov.ua/laws/show/1576-12>
16. Law of Ukraine "About limited and additional liability companies" URL: <https://zakon.rada.gov.ua/laws/main/2275-19>
17. Law of Ukraine "On State Registration of Legal Entities and Individual Entrepreneurs and Public Associations" URL: <https://zakon.rada.gov.ua/laws/show/755-15/ed20141106>
18. Resolution of the Cabinet of Ministers "Some issues of deregulation of economic activity" of March 27, 2020 № 367 URL: <https://zakon.rada.gov.ua/laws/show/367-2019-%D0%BF#n37>
19. Law of Ukraine "On the permitting system in the sphere of economic activity" URL: <https://zakon.rada.gov.ua/laws/main/2806-15>
20. Law of Ukraine "On Principles of State Regulatory Policy in the Sphere of Economic Activity" URL: <https://zakon.rada.gov.ua/laws/show/1160-15>
21. Law of Ukraine "On Licensing of Economic Activities" URL: <https://zakon.rada.gov.ua/laws/show/222-19>
22. Law of Ukraine "About farming". URL: <https://zakon.rada.gov.ua/laws/main/973-15>
23. Doing business. URL: <https://www.doingbusiness.org/>
24. Ministry of Economic Development, Trade and Agriculture. URL: <http://www.me.gov.ua/?lang=uk-UA>
25. SE "Information Resource Centre" URL: <http://irc.gov.ua/ua/Elektronna-reiestratsiya.html>
26. Department of Statistics of Ukraine. URL: <http://www.ukrstat.gov.ua>
27. State Regulatory Service of Ukraine. URL: <http://www.drs.gov.ua/>
28. Department of State Registration and Notary URL: <http://ddr.minjust.gov.ua/uk/>
29. Online House of Justice. URL: <https://online.minjust.gov.ua/edr-search/>
30. WIN WIN SHOW. URL: [https://www.youtube.com/channel/UCT\\_SG5O0vs9P1pb5CNw7WnA/featured](https://www.youtube.com/channel/UCT_SG5O0vs9P1pb5CNw7WnA/featured)
31. Diya. Business. URL: <https://business.dii.gov.ua/>
32. Merezha. URL: <https://www.merezha.ua/>
33. The price of the state. Business calculator. URL: <http://old.cost.ua/business/>