

Syllabus

BASICS OF OWN BUSINESS ORGANIZATION

Lecturer:

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Department responsible for the course or equivalent:

Institute of Management in Economic, Ecological and Social Systems; Department of engineering economy.

Semester when the course unit is delivered:

2nd.

ECTS credits:

5.

Level of course unit:

Master.

Course Description

The following issues are studied:

- Forms and types of entrepreneurship. Economic and legal analysis of the advantages and disadvantages of the main organizational and legal forms of entrepreneurship.
- Features of organizing your own business: enterprise registration.
- Analysis of business financing sources.
- Organization of marketing at the enterprise. Advertising and PR.
- Registration of labor relations.
- Organization of work with counterparties: conclusion of contracts and payment for products (services, works).
- Management of the enterprise costs.
- Inventory management. Logistics production.
- Pricing in the enterprise.
- Taxation management at the enterprise.
- System of accounting documentation and reporting of the enterprise.
- Analysis of the enterprise financial performance.
- Organization of interaction with foreign partners.
- Business planning of entrepreneurship activities.
- Features of enterprise management in the crisis period.
- Information systems and technologies in business.

Admission requirements

Applicants are expected to have completed the following courses:

- Microeconomics.
- Macroeconomics.
- Law basics.
- Statistics analysis.
- Business planning

Course objectives

In this course you will:

- form theoretical knowledge and get practical skills in choosing the organizational and legal form of the enterprise;
- get knowledge on the formation of the structure of enterprise management, the selection of personnel for the design of labor relations;
- master the skills of financial, tax and accounting planning;
- learn the practical skills of negotiating.

Course content

No	Modules and topics	Term	Week of the term	Types of academic work, including the students' self-study (hours)		
				Lectures	Seminars	Self-study
Topic 1: Main organizational and legal forms of business running						
1	Comparative characteristics of the main organizational and legal forms of business running	2	1	1	1	2
2	The procedure for state registration of an enterprise	2	1	1	1	2
	Interview					2
Topic 2: Identification and use of key sources of funding						
3	Characteristics and features of own means	2	2	1	1	2
4	Characteristics and features of borrowed and attracted funds	2	2	1	1	2
	Individual task					4
Topic 3: Marketing plan and its content						
5	Analysis of the state of affairs in industry	4	3	2	2	2
6	Marketing plan and its content	4	4	2	2	2
7	Organization of advertising and PR	6	5-6	4	2	2
	Interview					2
Topic 4: Personnel selection and design						
8	Selection and justification of the organizational structure of the enterprise	3	7	2	1	2
9	Legislative regulation of labor relations	3	8	2	1	2
10	Calculation of the required labor resources for the functioning of the enterprise	4	9	2	2	2
	Work with literary sources					6
Topic 5: Financial policy of the enterprise						
11	The choice of the optimal taxation system of the enterprise	4	10	2	2	4
12	Calculation of cost and pricing policy of the enterprise	8	11-12	4	4	4
13	Organization of accounting in the enterprise	6	13	2	4	4
	Research work					8
Topic 6: Evaluation of the enterprise effectiveness						
14	Considering inflation when designing your own business	4	14	2	2	4
15	The main indicators of the enterprise economic efficiency	6	15	2	4	4
16	Risk planning and forecasting of bankruptcy	2	16	2	2	4
	Individual task					4
	Exam					36
	Total			32	32	116

Learning activities and teaching methods

- Student self-study of educational material;
- Solution of practice-oriented tasks on the topics under study;
- Testing;
- Research work;
- Work with literary sources and Internet materials;
- Use of presentation multimedia materials for a better understanding of the material being studied and presentation of the project;
- Consultations on the development of a business plan

Grading

- Attendance – 5%;
- Participation in discussions – 10%;
- Testing – 10%;
- Solution of practical problems – 10%
- Research work – 15%;
- Performance of individual tasks – 20%;
- Examination – 30%.

Course learning outcomes

- actions sequence for the registration of the enterprise knowledge;
- the skill to determine the optimal financing sources for the enterprise;
- the ability to implement the procedure for formalizing labor relations with the enterprise employees ;
- practical skills in determining the need for basic and negotiable assets;
- knowledge of methods for calculating the production cost and the specifics of the enterprise pricing policy formation.
- assessment approaches to the effectiveness investments knowledge, taking into account the uncertainty factor.

Assessment methods and criteria

When evaluating the answers to test tasks:

The score is «Excellent» if 85-100% of test tasks are fulfilled without errors.

The score is «Good» if 70-84% of test tasks are fulfilled without errors.

The score is «Satisfactory» if 55-69% of test tasks are fulfilled without errors.

The score is «Unsatisfactory» if less than 54% of test tasks are fulfilled without errors.

When solving practical problems:

The score is «Excellent» if the practical task is fulfilled correctly, the line of argument is presented in a logical sequence, the conclusions corresponding to the task are drawn.

The score is «Good» if the practical task is fulfilled correctly, the line of argument is presented in a logical sequence, but 2-3 minor errors that do not fundamentally affect the course of the solution are allowed.

The rating is «Satisfactory» if the practical task has been performed correctly, but there are a number of significant mistakes.

The score is «Unsatisfactory» if the practical task is not performed, or it is not done correctly.

When performing an individual task:

The score is «Excellent» if the work contains elements of scientific creativity, provides a reasoned analysis of the literature and a comprehensive assessment of factual material, and independent conclusions are drawn.

The score is «Good» if the basic requirements for work and its defense have been met, but there have been shortcomings. In particular, there are inaccuracies in the presentation of the material;

there is no logical sequence in the judgments; additional questions during the defense are answered incompletely, there is no proper degree of creativity.

The rating is «Satisfactory» if there are significant deviations from the requirements for work. In particular, the theme or the material is superficial; there are actual errors in the text of the work or additional questions during the defense are answered incompletely or incorrectly; there are no conclusions about the feasibility of the project.

The evaluation is «Unsatisfactory» if the topic of the work is not disclosed; there is a significant misunderstanding of the task, insufficient knowledge of the material, lack of clarification on the theoretical and practical provisions of the work.

In carrying out research work

The score is «Excellent» if the full understanding of the question studied is demonstrated.

The «Good» score is displayed if a sufficient level of understanding of the issue under study is demonstrated. There are some inaccuracies in the answer.

The rating is «Satisfactory» if an acceptable level of understanding of the question studied is demonstrated. There are significant inaccuracies in the answer.

The score is «Unsatisfactory» if the complete incomprehension of the question under study or the answer is completely absent.

When answering at the exam

The score is «Excellent» if the answer is complete and correct; the material is presented in a certain logical sequence, in a literary language.

The score is «Good» if the answer is complete and correct; the material is presented in a certain logical sequence, with two or three minor errors, corrected at the request of the instructor.

The score is «Satisfactory» if the answer is complete, but there is a significant error, or incoherent and incomplete answer.

The score is «Unsatisfactory» if the answer reveals the student's lack of understanding of the main content of the material being studied.

Course literature:

1. Methodological recommendations on the development of a business plan for the activities organization on the basis of information technology [Electronic resource]: method. manual / SFU, ITA, IUES, Kaf. engineering economics; comp. A.V. Zimovets - Taganrog: Publishing house of Sfedu, 2015. – 107 pp.
2. Organization of business / V.Z. Chernyak - 4 th ed., Pererab. and additional. - Moscow: Unity-Dana, 2015. – 591 pp. <http://biblioclub.ru/index.php?page=book&id=114751>
3. Pidomo L.P. Business Organization: methodological recommendations, examples of realizing theoretical propositions, practical tasks / L.P. Pidomo - Voronezh: Publishing house of VSU, 2015. – 192 pp. <http://biblioclub.ru/index.php?page=book&id=441602>
4. Dubrovin I.A. Organization of business in the enterprise / IA. Dubrovin - 2 nd ed. - Moscow: Publishing and Trading Corporation "Dashkov and Co.", 2016. – 432 pp. <http://biblioclub.ru/index.php?page=book&id=453878>
5. Afonasova M.A. Business Organization / M.A. Afonasova - Tomsk: El Content, 2012. – 108 pp. <http://biblioclub.ru/index.php?page=book&id=208641>

Internet resources:

1. Administrative and management portal. Electronic books on management, marketing and finance – <http://www.aup.ru/books>
2. Catalog of Digital Libraries – <http://tusearch.blogspot.com>
3. A general list of electronic teaching aids, lecture notes, presentations, etc. by the course – www.twirpx.files/planning
4. Administrative and management portal. Electronic books on the organization of activities of enterprises and project management – www.MD-Bplan.ru