



SYLLABUS "BUSINESS ECONOMICS"

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Department responsible for the course or equivalent: Institute of Management in Economic, Ecological and Social Systems; Department of Business Economics

Semester when the course unit is delivered: 3rd

Level of course unit: Bachelor level

ECTS credits: 5

ADMISSION REQUIREMENTS

Applicants are expected to have completed the following course:

- Economy;
- Introduction to trading. Commodity research.

COURSE OBJECTIVES (AIMS)

The aim of the course is the formation of cultural and professional competencies, the acquisition and improvement of theoretical knowledge and practical skills, including the use of economic knowledge in assessing the effectiveness of the results of a commercial enterprise; management of trade and technological processes at a commercial enterprise, regulation of storage processes, inventory taking, determination and minimization of material and labor resources costs, as well as accounting for write-offs of losses; forecasting business processes and evaluating their effectiveness.

Course objectives:

- to study the basics of trade and technological activities;
- to learn how to manage goods distribution, its accounting and optimization, minimize the loss of goods, the cost of material and labor resources;
- to learn how to ensure and implement trade and technological processes at the enterprise;
- to study the basics of organizing the material and technical supply of an enterprise, technology and the organization of the purchase and sale (sale) of goods;
- to consider possible options for participation in ensuring the distribution of goods, its accounting, minimizing distribution costs, including commodity losses;
- to study the basics of organizing and implementing trade and technological processes at enterprises in the field of commodity circulation;
- to learn how to identify and forecast demand, taking into account the requirements of consumers in certain market segments;
- to consider possible options for choosing and implementing pricing strategies;
- to learn how to organize and plan the logistics of the enterprise, the purchase and sale (sale) of goods;
- to learn the basics of personnel management;
- to learn to participate in the development of innovative methods, tools and technologies for professional activities;



- to study the basics of developing projects for trade and technological processes and systems in the field of commerce using information technology;
- to learn how to take part in the implementation of projects in the field of commerce.

COURSE CONTENTS

Module 1. Enterprise in the system of national and world economies: structure and resources

Topic 1. Entrepreneurship, forms and methods of organizing entrepreneurial activity

- The essence and main features of entrepreneurial activity; types of entrepreneurship, their relationship and features of participation in business;
- Entrepreneurship and its role in the economy;
- Current trends and prospects of enterprises in international business, forms of entrepreneurship support.

Topic 2. Enterprises - the main link in the economy

- The role and place of the enterprise in society and in the market;
- Organizational and legal forms of enterprises;
- Enterprise management system;
- Internal and external environment of enterprises;
- Enterprise life cycle.

Topic 3. Authorized capital and property of the enterprise

- Authorized capital;
- Property of the enterprise.

Topic 4. Fixed assets of the enterprise

- Economic content, composition and structure of fixed assets;
- Accounting and valuation of fixed assets;
- Depreciation, amortization and reproduction of fixed assets;
- Performance indicators of the use of fixed assets;
- Intangible assets of an enterprise.

Topic 5. Working capital of the enterprise

- Economic content and structure of working capital;
- Turnover and turnover of working capital;
- Material resources and indicators of their use;
- Determination of the company's needs in working capital;
- Performance indicators of working capital.

Topic 6. Workforce of the enterprise

- Composition and structure of the organization's personnel, formation scheme;
- Determination of the need for personnel of the enterprise and their selection;
- Labor productivity and directions of its increase;
- Organization of labor standards;
- Forms and systems of remuneration;
- Payroll and its structure;
- Principles of remuneration, forms and systems of remuneration;
- Non-tariff wage systems;
- Tariff systems of remuneration;
- Talent management: staff training, labor motivation.

Topic 7. The costs of the enterprise and the formation of the cost of production

- Costs, their nature and classification, production costs, fixed and variable costs, determination of marginal production costs, cost estimates and methods for its preparation;
- Modern methods of calculating costs, the formation of a cost management system at the enterprise;
- Cost of production, planning the cost of production, costing and costing methods, sources, factors and ways to optimize the cost of production.



Topic 8. Pricing, profit and profitability of an enterprise

- Enterprise pricing, essence, price functions as an economic category, price types and their classification, price composition and structure, pricing methods, pricing policy and strategy for an enterprise;
- Profit and profitability, enterprise profit, its essence and methods of formation, profit maximization, analysis of profit sensitivity to changes in prices and cost structure, factors affecting profit, profit distribution and use, types and indicators of profitability.

Module 2. Economic mechanisms of enterprise activity

Topic 9. Production program and production capacity of the enterprise

- Concept and indicators of the production program;
- Stages of the production program of the enterprise;
- Concept and types of production capacity;
- Determination of the optimal volume of production;
- Planning the implementation of the production program.

Topic 10. Enterprise development strategy

- Essence and types of strategies;
- Selection of strategic activities;
- Functional strategies.

Topic 11. Planning of the enterprise

- The essence and principles of planning;
- Types and methods of planning;
- Strategic planning.

Topic 12. Creating a business plan of the enterprise

- Definition of a business plan and its significance;
- Goals, objectives, functions and principles of business planning;
- Structure and sequence of developing a business plan;
- Organization of the business planning process;
- Information technology business plan development and business process management.

Topic 13. Innovative activity of the enterprise

- The essence and concept of innovation, their role in the development of the enterprise;
- Features of innovative activity of the enterprise; essence and content of production preparation.

Topic 14. Investment activity of the enterprise

- The nature and content of investment activity;
- Sources of investment;
- The role of specialized rental mechanisms (leasing, franchising) in investment activities;
- Methods for evaluating investment projects.

Topic 15. Foreign economic activity of the enterprise

- The meaning, content and forms of foreign economic activity of the enterprise;
- Types of foreign economic transactions, joint venture;
- Licensed forms of international cooperation;
- Foreign trade contracts;
- Customs tariff system;
- Currency regulation.

LEARNING OUTCOMES

Knowledge:

- basics of trade and technology activities; basics of organization and implementation of trade and technological processes at enterprises in the field of commodity circulation;
- basics of organizing the logistics of the enterprise, technology and the organization of the purchase and sale (sale) of goods;
- features of the selection and implementation of pricing strategies.

**Skills:**

- to determine and forecast demand taking into account the requirements of consumers in certain market segments;
- to manage product distribution, its accounting and optimization, minimize the loss of goods, the cost of material and labor resources; to develop projects of trade and technological processes and systems in the field of commerce using information technology; manage staff;
- to take part in the development of innovative methods, tools and technologies for professional activities; organize and plan the logistics of the enterprise, the purchase and sale (sale) of goods.

Experience:

- provision of goods distribution, its accounting, minimization of distribution costs, including commodity losses;
- work to ensure and implement trade and technological processes at the enterprise;
- possession of analytical methods for assessing the effectiveness of professional activities – self-development skills in the main aspects of the trading company; ability to take part in the implementation of projects in the field of commerce.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

Interim attestation: Exam

Comprehensive development of student discipline involves:

- students' presentations with pre-prepared abstracts on problem-oriented topics formulated by the lecturer, after which the audience discusses their level and, if necessary, answers are supplemented, or their shortcomings are noted under the guidance of the lecturer conducting the seminar;
- presentation of the project task, aimed at considering practical situations in terms of business planning of a business enterprise;
- problem solving;
- control classes (testing on module topics).

ASSESSMENT METHODS AND CRITERIA

Criteria for evaluation:

Testing

- 5 points for 23-25 correct answers;
- 4 points for 18-22 correct answers;
- 3 points for 13-17 correct answers;
- 2 points for 8-12 correct answers;
- 1 point for 3-7 correct answers;
- 0 point for 0-2 correct answers.

Abstracts

- 5 points – Relevance, purpose and objectives: the problem is clearly identified and its relevance is justified, the goal is formulated, the research objectives are defined. Structure:



the text is divided into sections, there are no errors in text structuring. Design: volume is maintained, requirements for external design are met. The text contains at least one figure and one table. References: The requirements of GOST 7.32-2001 and GOST 7.0.5-2008 with respect to bibliography and references are met. References include textbooks, scientific and popular science journals, legal acts, and links to electronic publications. The age of the sources is not older than 10 years. Text quality: a problem analysis was carried out involving several sources of literature, its own position was logically stated, conclusions were drawn, the topic was fully disclosed, links to sources from the list of literature were indicated. Protection: demonstrates a complete understanding of the described problem, gives correct answers to all questions on the topic of the essay, presents a high-quality presentation;

- 4 points – Relevance, purpose and objectives: the problem is not clearly defined, there is a rationale for its relevance, a goal is formulated, research objectives are defined. Structure: the text is divided into sections, there are no gross errors in text structuring. Design: the text of the abstract is framed with minor violations of the design requirements set forth in this document, the volume is maintained. The text contains at least one figure and one table. References: when compiling an abstract, most of the requirements of GOST 7.32-2001 and GOST 7.0.5-2008 with respect to bibliography and references are met. References include textbooks, scientific and popular science journals, legal acts, and links to electronic publications. The age of the sources is not older than 10 years. Text quality: a problem analysis was carried out involving several sources of literature, its own position was logically stated, conclusions were drawn, the topic was fully disclosed, links to sources from the list of literature were indicated. Protection: demonstrates a significant understanding of the problem, answers are not given to all questions or answers are incomplete, there are minor flaws in the presentation
- 3 points – Relevance, purpose and objectives: the relevance of the problem is insufficiently substantiated, the purpose and objectives of the study are not formulated. Structure: the text is divided into sections, there are errors in text structuring. Design: The text of the abstract is framed with violations of the design requirements set forth in this document, the volume is not met, there are no figures and tables. References: when compiling the abstract, the requirements of GOST 7.32-2001 and GOST 7.0.5-2008 with respect to bibliography and references are partially observed. The list of references is framed with violations of the quality and age requirements of the sources. Text quality: the analysis of the problem was carried out according to one source of literature, there are no conclusions, the topic is not fully disclosed. Protection: demonstrates a partial understanding of the problem, answers are given only to basic questions, the presentation is presented with significant violations
- 0-2 points – Relevance, purpose and objectives: there is clearly no justification for the relevance of the problem, the purpose and objectives of the study. Structure: the text is not divided into sections or there are gross errors in structuring the text. Design: the text of the abstract is framed with gross violations of the design requirements set forth in this document. References: during the preparation of the abstract, the requirements of the standards GOST 7.32-2001 and GOST 7.0.5-2008 with respect to bibliography and references are either not complied with or there is no list of references. Text quality: the topic is not disclosed, the requirements for the task are not fulfilled. Protection: demonstrates a lack of understanding of the problem, there are no answers to questions or answers are incorrect, there are obvious violations in the presentation.



Problem solving

Grading is carried out according to the following principle: 1 point for each correctly solved problem in a seminar by the first three students. Maximum – 5 points.

Project task

- 11-20 points – it is presented to the student if the project assignment is completed in full without theoretical and methodological errors, the completeness of the project is demonstrated. High level of creativity and independence, originality of the project results. The defense process demonstrated the manifestation of communication skills, teamwork, leadership ability, focus on cooperation.
- 1-10 points – during the execution of the work, minor inaccuracies were made. The task was completed to a greater extent, the completeness of the project was demonstrated. A good level of creativity and independence, originality of the project results. The defense process demonstrated the manifestation of communication skills, teamwork, tolerance, leadership ability, focus on cooperation.
- 0 point – the work is not presented or does not fully meet the requirements. The task is partially completed, the project is not complete. Low level of creativity and independence, originality of the project results. In the defense process, a lack of communication skills, a lack of teamwork, a lack of leadership ability, and a lack of focus on cooperation were demonstrated.

Exam

- An “excellent” grade is given to a student, if he or she demonstrates full understanding of the issue mentioned in the questions.
- A “good” grade is given to a student, if he or she demonstrates high understanding of the issue mentioned in the questions. There are some inaccuracies in the answer. A total “good” grade is also given for examination, if a student gives an “excellent” grade for one question, and he or she gives a “satisfactory” grade for answering the second question.
- A “satisfactory” grade is given to a student, if he or she does not demonstrate full understanding of the issue mentioned in the questions. There are significant inaccuracies in the answer. A total “satisfactory” grade is also given for examination, if a student gives a “good” grade for one question, and he or she gives a “satisfactory” grade for answering the second question. If a student answers one question with an “excellent” grade, and he or she does not answer the second question, an “unsatisfactory” grade is given.
- An “unsatisfactory” grade is given to a student, if he or she demonstrates lack of understanding of the issue. There is no answer to the questions. A student’s answer is not associated with a topic given in the question.

COURSE LITERATURE (RECOMMENDED OR REQUIRED)

1. Business Economics / Jaipur National University [Electronic Resource]. – URL: <http://jnujprdistance.com/assets/lms/LMS%20JNU/B.com/Sem%20IV/Business%20Economics/Business%20Economics.pdf>
2. Dr. M.S. Khanchi Business Economics [Electronic Resource]. – URL: <http://www.ddegjust.ac.in/studymaterial/bba/bba-103.pdf>



3. Business Economics / The Institute of Company secretaries of India [Electronic Resource].
– URL: <https://www.icsi.in/Study%20Material%20Foundation/BE.pdf>
4. Pavlov Pavel V. International business / Southern Federal University, 2019, 294 p.
[Electronic Resource]. – URL: <https://hub.lib.sfedu.ru/repository/material/801273208/>
5. The Economist – <https://www.economist.com>
6. Science Library elibrary.ru – www.elibrary.ru
7. The World Bank – <https://www.worldbank.org>
8. The Organisation for Economic Co-operation and Development (OECD) -
<https://www.oecd.org>