

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
National Aviation University
Faculty of Economics and Business Administration
Department of Air Transport Economy

AGREED


Dean of FEBA

 S. Smerichevskyi

«23» 03 2021

APPROVED

Vice-Rector for Academics

 A. Polubyn

«24» 03 2021



Quality Management System
COURSE TRAINING PROGRAM
on
«Business economics»

Field of knowledge: 05 «Social and behavioral sciences»

Specialty: 051 «Economics»

Educational Professional Programs: «International Economics»

Training Form	Semester	Total (hours/credits ECTS)	Lectures	Practicals	Self-Study	HW / CGP	TP/ CP	Semester Grade
Full-time	2	180/6,0	38	38	104	-	-	Exam 2s

Index: CB-6-051-4/20-1.10

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Quality Management System
Course Training Program
on
«Business economics»

Document
code

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01-2021

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The Course Training Program on the «Business economics» is developed on the basis of the Curriculum Bachelor № CB-6-051-4/20 for the “Bachelor” educational degree specialists training for Specialty 051 «Economics» and Educational Professional Program «International Economics» and corresponding normative documents.

Developed by:

Associate Professor of the Department
of Marketing

O. Polous

Discussed and approved by the Department of Air Transport Economy, Minutes № 5 of
“15” 02 2021

Head of the Department

O. Arefieva

Discussed and approved by the Graduate Department for Specialty 051 “Economics”, Educational Professional Program “International economics” – Department of International economics, Minutes № 5
of 25.02 2021

/ Head of the Department

S. Miziuk
N. Kovachenko

Director of the Institute of Innovative
Technologies and Leadership


P. Gorinov

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INTRODUCTION

The Course Training Program on the «Business economics» is based on «Guidelines for the development of the Course Training Program on the discipline», approved by the decrees № 071/поз, 10.07.2019, №088/поз, 16.10.2019 and corresponding normative acts.

1. EXPLANATORY NOTES

1.1. Planned results

The discipline "Business Economics" is a theoretical and practical set of knowledge and skills that form the professional profile of a specialist in the field of economics. Occupies a professional-oriented place in the preparation of bachelors in educational and professional programs "Business Economics", "Economic Cybernetics" and "International Economics" to acquire professional skills. The discipline "Business Economics" studies the process of economic activity of the enterprise as a business entity. The discipline provides integration of previously acquired knowledge and skills by students and forms the basis of the economic profile in the training of specialists in the field of business economics. The discipline lays the foundations for the formation of students` modern economic thinking and a system of special knowledge about the basic concepts of economic and financial activities of the enterprise, the content of its individual areas and their relationship, the system of indicators that characterize them.

The **purpose** of teaching the discipline is to form of students` special knowledge and practical skills system of analysis and planning of indicators of economic and production activities of the enterprise taking into account the external and internal environment of its operation, study, generalization and systematization of basic concepts of applied economics, management projects, effective management of their activities, development of skills for the organization and achievement of high efficiency of the enterprise.


The **objectives** of the discipline are to acquaint students with the main aspects of the enterprise as a production system and its internal economic mechanism, to provide methodological tools for making effective business decisions, theoretical and practical training of students on the following issues:

- enterprise as a business entity and the main directions of its economic and financial activities (operational, investment, innovation, financial);
- methodical and methodological principles of enterprise planning;
- formation of the production program and its realization, definition of production capacity of the enterprise;
- determining the components of the resource potential of the enterprise and ways of its effective use;
- theoretical principles of formation and use of labor resources of the enterprise and the system of their material incentives; methodical approaches to their analysis and planning;
- theoretical principles of formation and use of property resources (assets) of the enterprise, methodical approaches to their analysis and planning;
- theoretical principles of the enterprise` financial resources (capital) formation, methodical approaches to their analysis and planning;
- the mechanism of the enterprises` economic results of economic and financial activity formation;
- assessment of the economic activity efficiency and search for ways to improve it;
- the essence of the financial condition of the enterprise, its components and valuation methods;
- competitiveness of the enterprise and methods of its evaluation;
- mechanism of enterprise development, crisis prevention and bankruptcy; ensuring the economic security of the enterprise.

As a result of studying the discipline the student must acquire the following **competencies**:

Know:

- economic foundations of the enterprise in the system of market relations, the main directions and types of its activities; types of enterprises operating in Ukraine;
- system of analysis and planning of volumes, results of activity of resource potential of the en-

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enterprise;

- external environment and its impact on the enterprise;
- resource potential of the enterprise and its constituent elements;
- the main performance indicators of the enterprise, the order of their formation and use;
- the capital of the enterprise, its structure, the relationship with resources, the economic basis of formation and use;
- efficiency, competitiveness of the enterprise and its products, to have practical skills of estimation of these parameters;
- modern theories and models of enterprise development, the mechanism of transformation (restructuring) of enterprises in the process of development;
- economic security of the enterprise and its anti-crisis activity.

Be able:

- develop strategic, tactical and operational plans; plan activities, necessary resources, external and internal constraints and risks; directions of development and restructuring;
- substantiate the volume of production and sales of the enterprise, its production capacity, the needs of the enterprise in material resources, have an idea of the criteria for optimizing the material resources needed by the enterprise; product and price policy of the enterprise;
- analyze and plan the resources needed by the company, develop policies for the formation and use of labor, property and financial resources;
- analyze and plan income, current expenses and financial results from operating, investment and financial activities of the enterprise;
- substantiate the effectiveness of investment and innovation projects;
- assess the financial and property condition of the enterprise, its competitiveness, threats of bankruptcy.

Interdisciplinary links: This discipline is based on knowledge of the following disciplines for EPP "Business Economics": "Economic theories of production", "Economic and legal regulation of the enterprise", "Fundamentals of the economy at the micro, meso and macro levels", "Innovative - investment processes in the economy ", " Organizational behavior and business culture "; for EPP "International Economics": "Fundamentals of economic theories", "Micro-, meso- and macroeconomics"; for EPP "Economic Cybernetics:" Micro- and macroeconomics "and is the basis for the study of further disciplines, namely: for OPP" Business Economics ":" Labor Economics and social-labor relations "," Fundamentals of resource flow management "," Potential and enterprise development "," Cost Management and Budgeting "," Business and Property Valuation "; for EPP "International Economy": "International Economic Analysis", "International Innovation"; for EPP "Economic Cybernetics": "Fundamentals of Accounting and Analysis", etc.

1.2. Program of Subject

The educational material of the discipline is structured on a modular basis and consists of two educational modules, namely:

- training module №1 "Economic principles of operation and resource provision of the enterprise"
- training module №2 "Economic results of economic and financial activities of the enterprise", each of which is logically complete, relatively independent, integral part of the discipline, the assimilation of which involves a modular test and analysis of the results of its implementation.


Module №1 « Economic principles of operation and resource provision of the enterprise»

Topic 1. Enterprise theories and basics of entrepreneurship

Organizational bases of enterprise activity. Theories of enterprises. The model of the enterprise as a production system. Mission and goals of the enterprise. Areas of the enterprise's activity. The essence of entrepreneurship and principles of entrepreneurial activity. Types and forms of entrepreneurial activity.

Topic 2. Types of enterprises, their organizational and legal forms

Classification of enterprises. Organizational and legal forms of enterprises. Mergers.

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Topic 3. The external environment of the enterprise

Characteristics of the external business environment of enterprises. Assessment of the impact of environmental factors on the activities of the enterprise. The market and its infrastructure: trade and intermediary, production, financial and credit, information and innovation, social and others. State regulatory mechanism of enterprise activity. Direct state regulation of the enterprise, economic levers of regulation.

Topic 4. The structure and management of the enterprise

General characteristics of the enterprise structure. Classification of production structures. Enterprise infrastructure. The essence and functions of enterprise management. Methods of enterprise management. Organizational structure of enterprise management. Characteristics of types of organizational structures of enterprise management.

Topic 5. Market and products

The market as a sphere of trade. General characteristics of enterprise products: concepts and classification; meters and system of indicators. The concept of product policy of the enterprise.

Topic 6. Planning of the enterprise`s activities

Content and basic principles of enterprise planning. Concepts and types of plans, systematization of enterprise plans. Strategic planning of the enterprise. Types of business strategies. Tactical and operational planning. System of plans for economic and social development of the enterprise. Methods of planning individual indicators of economic and financial activities. Quality assessment of enterprise`s plans.

Topic 7. Technical and technological base and production capacity of the enterprise

Essential characteristics of the technical and technological base and assessment of the technical level of the enterprise. The concept of production capacity of the enterprise and the factors that determine it. General methodological principles of calculating the production capacity of the enterprise. Efficiency of use of the enterprise`s production capacity.

Topic 8. Organization of production and product quality assurance

Production organization and production process. Principles of rational organization of the production process. Essential characteristics of types of production. Methods of production organization. General characteristics of product competitiveness. Product quality as an economic category. Methods of ensuring and controlling product quality. Product quality management systems.

Topic 9. Enterprise staff, productivity and wages

General characteristics of the personnel of the enterprise. Factors that determine the number of different categories of employees of the enterprise and the method of its calculation. The concept of personnel policy of the enterprise and its substantive characteristics. Labor productivity as an economic category. Factors and reserves of labor productivity growth in modern economic conditions. Motivation and stimulation of labor activity of employees of the enterprise. The concept of remuneration and its functions. Remuneration policy. Tariff system as a basis for the organization of wages at the enterprise. Forms and basic systems of remuneration of employees of enterprises. Surcharges, salary supplements, bonuses and conditions of their provision.


Topic 10. Enterprise`s capital

Enterprise capital as a factor of production. Classification and structure of fixed assets of the enterprise. Valuation and depreciation of fixed assets of the enterprise. Depreciation and reproduction of fixed assets of the enterprise. The efficiency of reproduction and use of fixed assets of the enterprise and ways to improve their use. General characteristics of working capital of the enterprise Turnover and efficiency of working capital. Rationing of working capital.

Module №2 "Economic results of economic and financial activities of the enterprise"

Topic 1. Costs of production and sales

General characteristics and classification of enterprise costs, production cost of products, services and works. Classification of current expenses. Features of the composition of current expenditures in some sectors of the economy. Indicators of production costs and the order of their calculation. The concept of calculating the products of the enterprise. Selection of calculation units. Calculation of total costs for the production of products and services. Methods of calculating the cost of production.

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Factors influencing the formation of current costs of the enterprise.

Topic 2. Revenues and pricing policy of the enterprise

Revenues of the enterprise in the system of economic indicators of its activity. Classification of enterprise income. The essence, the mechanism of formation of incomes from operational activity of the enterprise and features of its formation. Factors affecting operating income. Price policy of the enterprise as a factor in the formation of its revenues from sales: the essence and stages of development. Pricing methods. Directions for ensuring the effectiveness of pricing policy. The concept and classification of reserves for income growth of the enterprise.

Topic 3. Financial and economic results of the enterprise

The concept, types and classification of financial results of the enterprise. The place of profit in the system of economic indicators of the enterprise. The essence, functions and significance of profit, the sources of its formation. The mechanism of formation of net profit of the enterprise in relation to the main types of its activities. Profitability indicators of the enterprise and the factors that determine them. Reserves for profit growth of the enterprise: concept, classification, valuation methods. Use of net profit of the enterprise.

Topic 4. Investments

Essential characteristics of investments and investment activities of the enterprise. Classification of enterprise investments. Sources of investment resources of the enterprise. General characteristics of real investment of the enterprise. The concept of capital investment. Essential characteristics of real investment projects. System of indicators for evaluating the economic efficiency of investment projects.

Topic 5. Innovative activity

Essential characteristics of innovation processes and innovations. Classification of innovations. The content of innovative activity of the enterprise. Scientific and technological progress as a factor of economic development of the enterprise.

Topic 6. Efficiency of activity and methodical bases of its estimation

The concept of effect as a result of the enterprise's activity. Types of the effect. The efficiency of the enterprise: the essence and main characteristics. Methodical bases of an estimation of efficiency of activity of the enterprise. The concept and systematization of performance indicators of the enterprise. Features of assessing the effectiveness of the main activities of the enterprise: operating, investment and financial. Evaluation of the effectiveness of investment and innovation projects of the enterprise. Directions for improving the efficiency of the enterprise.

Topic 7. Financial and property status of the enterprise and methods of its evaluation

The concept of financial and property status of the enterprise, the purpose and objectives of its study. The main elements that determine the financial and property condition of the enterprise and valuation methods. The essence of the concepts of liquidity and solvency of the enterprise and indicators. The essence of the concept, classification and indicators of financial stability of the enterprise. The essence and indicators of profitability of the enterprise. Indicators for assessing the business activity of the enterprise.

Topic 8. Enterprise development: modern models, transformation and restructuring

The concept of "development"; its role, place and importance in economic activity. Species classification of development processes. The main forms of enterprise development. Modern models of enterprise development. Essential characteristics and organizational forms of transformation of enterprises (organizations) and associations.

Topic 9. Economic security and crisis management


The concept of economic security of the enterprise. Financial and economic preconditions and consequences of bankruptcy. Types of bankruptcy of the enterprise. Anti-crisis activity of the enterprise. Goals and forms of rehabilitation. Formation and modern understanding of economic security of the enterprise, its place and role in the enterprise management system. System of indicators of economic security of the enterprise. Assessing the level of economic security of the enterprise. Methods of monitoring the economic security of the enterprise. Mechanisms for ensuring the economic security of the enterprise.



2. SUBJECT CONTENT

2.1. Training schedule of the subject

№	Topic	Academic Hours								
		Full-time				Part-time				
		Total	Lec- tures	Practi- cal	Self- Study	Total	Lec- tures	Practi- cal	Self- Study	
1	2	3	4	5	6	7	8	9	10	
Module №1 «Economic principles of operation and resource provision of the enterprise»										
1.1	Enterprise theories and basics of entrepreneurship	2 semester								
		6	1	1	4					
1.2	Types of enterprises, their organizational and legal forms	6	1	1	4					
1.3	The external environment of the enterprise	6	1	1	4					
1.4	The structure and management of the enterprise	6	1	1	4					
1.5	Market and products	6	1	1	4					
1.6	Planning of the enterprise`s activities	6	1	1	4					
1.7	Technical and technological base and production capacity of the enterprise	6	1	1	4					
1.8	Organization of production and product quality assurance	6	1	1	4					
1.9	Enterprise staff, productivity and wages	16	2 2	2 2	8					
1.10	Enterprise`s capital	20	2 2	2 2	10					
1.11	Module test №1	6	2	-	4					
Total for the module №1		90	18	18	54					
Module №2 "Economic results of economic and financial activities of the enterprise"										
2.1	Costs of production and sales	12	2	2	8					
2.2	Revenues and pricing policy of the enterprise	12	2	2	8					
2.3	Financial and economic results of the enterprise	8	2	2	4					
2.4	Investments	8	2	2	4					
2.5	Innovative activity	8	2	2	4					
2.6	Efficiency of activity and methodical bases of its estimation	12	2	2	6					
2.7	Financial and property status of the enterprise and methods of its evaluation	8	2	2	4					
2.8	Enterprise development: modern models, transformation and restructuring	8	2	2	4					
2.9	Economic security and crisis management	8	2	2	4					
2.10	Control work (Part-time)	-	-	-	-					
2.11	Modular test №2	6	2	-	4					
2.12	Final semester test	-	-	-	-					
Total for the module №2		90	20	20	50					
Total for the subject		180	38	38	104					

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2.2. List of questions for preparation to the exam

The list of questions and the content of tasks for preparation for the exam are developed by leading teachers and approved by the minutes of the department meeting and brought to the notice of students.

3. EDUCATIONAL AND METHODOLOGICAL MATERIALS ON SUBJECT

3.1. Learning methods

In the process of studying the discipline the following teaching methods are used: explanatory-illustrative, problem-based teaching material and research. In addition, students are provided with individual consultations (both when the teacher meets with the student and via the Internet).

To intensify the educational and cognitive activities of students during the study of the discipline, educational technologies are used: work in small groups, seminar-discussion, brainstorming, case study, presentation, etc.

The implementation of these methods is carried out during lectures, practical classes, tests, independent problem solving, work with educational literature, etc.

3.2. List of references

Basic literature


- 3.2.1. Господарський кодекс України: Закон України від 16.01.2003 р. № 436-IV.
- 3.2.2. Про господарські товариства: Закон України від 19.09.1991 р. № 1576-XII.
- 3.2.3. Про захист економічної конкуренції: Закон України від 11.01.2001 р. № 2211-III.
- 3.2.4. Про інноваційну діяльність: Закон України від 04.07.2002 р. № 40-IV.
- 3.2.5. Економіка підприємства: підручник/ за заг. ред. С.Ф. Покропивного. 2-ге вид., переробл. та допов. К. КНТЕУ. 2000. 528 с.
- 3.2.6. Економіка підприємства: підручник/ І.О. Чаюн, Г.М. Богославець, Л.Л. Стасюк та ін.; за заг. ред. Н.М.Ушакової. К. Київ. нац. торг.-екон. ун-т, 2005. 569 с.
- 3.2.7. Економіка підприємства: підручник/ за ред. А.В. Шегди. К. Знання, 2006. 615 с.
- 3.2.8. Бланк И.А. Управление прибылью/ И.А. Бланк. К. Ника-Центр, 2002.
- 3.2.9. Райзберг Б.А. Курс управления экономикой: учеб. пособие. Спб.: Питер, 2003.
- 3.2.10. Фатхутдинов Р.А. Конкурентоспособность: экономика, стратегия, управление: учеб. Пособие. М.: Инфра-М, 2000.

Additional literature

- 3.2.11. Покропивний С.Ф. Економіка підприємства-К. КНЕУ, 2007. 456с.
- 3.2.12. Бойчик І.М. Економіка підприємства: навч. посіб. К.: Атака, 2007. 527с.
- 3.2.13. Швиданенко Г.О. Економіка підприємства: підручник. К. КНЕУ. 2009. 816 с.
- 3.2.14. Левченко Ю.Г. Економіка та організація інноваційної діяльності: навчальний посібник. К. Кондор. 2014. 448 с.
- 3.2.15. Яркіна Н.М. Економіка підприємства: навчальний посібник. Керч. 2012. 552 с.
- 3.2.16. Економіка підприємства: курс лекцій: у 2 кн./ МОН МС України, Національний технічний університет України "Київський політехнічний інститут" ; Круш П.В., ред. Ч. 1. Київ: НТУУ "КПІ", 2012. Кн. 1: Структура, продукція, ресурси. 308 с.
- 3.2.17. Економіка підприємства: курс лекцій: у 2 кн./ МОН МС України, Національний технічний університет України "КПІ"; Круш П.В., ред. Ч. 1. Київ: НТУУ "КПІ", 2012. Кн. 2: Теорія і практика господарювання. 280 с.
- 3.2.18. Економіка підприємства: курс лекцій: у 2 кн./ МОН МС України, Національний технічний університет України "КПІ"; Круш П.В., ред. Ч. 2 – Київ: НТУУ "КПІ", 2012. – Кн. 1: Структура, продукція, ресурси. – 354 с.
- 3.2.19. Економіка підприємства: курс лекцій: у 2 кн./ МОН МС України, Національний технічний університет України "Київський політехнічний інститут" ; Круш П.В., ред. Ч. 2 – Київ: НТУУ "КПІ", 2012. – Кн. 2: Теорія і практика господарювання. – 342 с.

3.3. Information resources on the Internet

- 3.3.1. <https://zakon.rada.gov.ua/laws>
- 3.3.2. <http://www.kmu.gov.ua>

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3.3.3. <http://www.me.gov.ua>

4. RATING SYSTEM OF KNOWLEDGE AND SKILLS ASSESSMENT

4.1. Evaluation of certain types of students' academic work performed in scores according to Table. 4.1.

Table 4.1

	Max grade			
	Full-time		Part-time	
Kind of Academic Activities	2 semester			
	Module №1	Module №2		
Answers on practical classes or preparation of reports (2p. x 5)	10(sum)	10 (sum)		
Performing of test tasks for knowledge of theoretical material during practical classes (26. x5 зан.)	10 (sum)	10 (sum)		
Performing, registration and protection of control (home) work	–	–		
<i>For carrying out module test № 1, 2, a student must receive not less than</i>	<i>12 points</i>	<i>12 points</i>		
Module test	10	10		
Total for the module №1,2	30	30		
Exam	40			
Total for the subject	100			

4.2. Executed kind of training is enrolled to student if he received for it a positive assessment of national scale.

4.3. A sum of a rating estimations got a student for the different types of the executed educational work presents a current module rating estimation that is brought to the list of module control.

4.4. The final semester rating in the semester in which the graded test is provided is converted into a grade according to the national scale and the ECTS scale.

4.5. Final Semester rating score entered into the record book and educational card student, for example: 92/Excel./A, 87/Very Good/B, 79/Good/C, 68/Satisf./D, 65/Sufficient/E etc.

4.6. Final rating score in points on discipline equals to total rating assessment for semester. Final rating score on discipline is entered to diploma Annex.



(Ф 03.02 – 01)

АРКУШ ПОШИРЕННЯ ДОКУМЕНТА

№ прим.	Куди передано (підрозділ)	Дата видачі	П.І.Б. отримувача	Підпис отримувача	Примітки

(Ф 03.02 – 02)

АРКУШ ОЗНАЙОМЛЕННЯ З ДОКУМЕНТОМ

№ пор.	Прізвище ім'я по-батькові	Підпис ознайомленої особи	Дата ознайомлення	Примітки

(Ф 03.02 – 04)

АРКУШ РЕЄСТРАЦІЇ РЕВІЗІЇ

№ пор.	Прізвище ім'я по-батькові	Дата ревізії	Підпис	Висновок щодо адекватності

(Ф 03.02 – 03)

АРКУШ ОБЛІКУ ЗМІН

№ зміни	№ листа (сторінки)				Підпис особи, яка внесла зміну	Дата внесення зміни	Дата введення зміни
	Зміненого	Заміненого	Нового	Анульованого			

(Ф 03.02 – 32)

УЗГОДЖЕННЯ ЗМІН

	Підпис	Ініціали, прізвище	Посада	Дата
Розробник				
Узгоджено				
Узгоджено				
Узгоджено				