HANDONG UNITWIN FELLOWSHIP

SYLLABUS

Lecturer's Information	
Name	KHOLBAEV Bakhrom
University	Graduate School of Business and Entrepreneurship

Course Information			
Course Name	Entrepreneurship and Small Business Management	Prerequisite Course	none
Course Date	2023-02-20 ~ 2023-05-31	Course Language	Uzbek
Keyword	Entrepreneurship, Small Business, Target Market, Idea, Business Plan, Market Research, Business Structure, Investors, Capital		

Course Description (100 ~200 words)	Every year, hundreds of thousands of people start their own businesses. But while most succeed, many do fail. Why? One of the common causes of startup failure is lack of preparation. People come to the entrepreneurial path from different directions. Increasingly, some start fresh out of college or after a stint at home raising their kids or simply because the idea of actually retiring is abhorrent to them. Most, though, come to entrepreneurship straight out of the work force. Quitting a full-time job to start a business isn't something to be taken lightly. You should be sure now is the right time to get started. As a result of taking this course, a student will know the content and essence of entrepreneurial activity, its types and forms, the basics of the formation of an entrepreneurial culture, as well as the principles of business ethical behavior of an entrepreneur. A future entrepreneur should be able to formulate a bank of entrepreneurial ideas, draw up a business plan, create an entrepreneurial structure and organize its activities.
Course Goals and Objectives (Approximately 100 words)	The purpose of the discipline "Entrepreneurship and Small Business" is to obtain practical skills for entrepreneurial activities based on the study of the theory and practice of entrepreneurship as a system of economic, organizational and legal relations of entrepreneurial structures. The objectives of the discipline can be formulated as follows: - to reveal the conceptual apparatus that defines the essence of entrepreneurial activity; - to show the role and place of small enterprises in the current conditions of the functioning of the economy; - set out the basic principles and disclose the content of the business plan of business entities; - to consider the organizational forms of entrepreneurial activity, the procedure for its registration and termination of activities; - to take into account aspects and the formation of tolerance in the process of organization and functioning of business structures.
Textbook	**(The format : Title, Author/Editor, Publisher, Year of Publication)** 1. Basics of business: textbook and workshop for academic undergraduate students / Bobrova, O.S., Tsybukov S.I., Bobrov I.A. - Moscow: Yurayt Publishing House, 2021. — 330 p. 2. Business Basics: Textbook / E.A. Arustamov. - M.: Dashkov and K, 2020. - 232 p. 3. Entrepreneurial activity: a textbook for secondary vocational education / E. E. Kuzmina. - 3rd ed., revised. and additional - Moscow: Yurayt Publishing House, 2020. — 417 p. 4. Fundamentals of business (entrepreneurship): Textbook / N.Yu. Kruglov. - M.: KnoRus, 2021. - 440 c. 5. Fundamentals of business informatics: textbook and workshop for undergraduate and graduate students / E.P. Zaramenskikh. - Moscow: Yurayt Publishing House, 2020. — 407 p. 6. Fundamentals of entrepreneurial activity: a textbook and workshop for academic undergraduate students / E.F. Cheberko. - Moscow: Yurayt Publishing House, 2020. — 219 p. 7. Fundamentals of social entrepreneurship: a textbook for universities / E. M. Bely [and others]; edited by E. M. Bely. - Moscow: Yurayt Publishing House, 2022. — 178 p. 8. Handbook of an entrepreneur: a practical guide / O.S. Bobrova, S.I. Tsybukov, I.A. Bobrov. - Moscow: Yurayt Publishing House, 2021. — 330 s. 9. Innovative entrepreneurship: textbook and workshop for secondary vocational education / V. Ya. Gorfinkel [and others]; edited by V. Ya. Gorfinkel, T. G. Popadyuk. - Moscow: Yurayt Publishing House, 2022. — 523 p. 10. Organization of commercial activity: textbook and workshop for secondary vocational education / Bobrova, O.S., Tsybukov, S.I., Bobrov, I.A. Bobrova, O.S., Tsybukov, S.I., Bobrov, I. - Moscow: Yurayt Publishing House, 2021. — 332 p. 11. Process approach to management. Modeling of business processes / V.V. Repin. - M.: Mann, Ivanov and Ferber, 2022. - 544 p. 12. Reengineering of business processes: Textbook for university students / O.S. Rudakov. - M.: UNITY-DANA, 2022. - 343 p.
References	1. Constant, A. F., Zimmermann, K. F. "Self-employment against employment or unemployment: Markov transitions across the business cycle" Eurasian Business Review 4:1 (2014): 51−87. 2. Parker, S. C., Congregado, E., Golpe, A. "Is entrepreneurship a leading or lagging indicator of the business cycle? Evidence from UK self-employment data" International Small Business Journal 30:7 (2012): 736–753. 3. Faria, J. R. "Entrepreneurship and business cycles: Technological innovations and unemployment" International Entrepreneurship and Management Journal (2014-06). 4. Fristch, M., Kritikos, A., Pijnenburg, K. "Business cycles, unemployment and entrepreneurial entry—Evidence from Germany" International Entrepreneurship and Management Journal (2014-06). 5. Reynolds, P., Bosma, N., Autio, E., Hunt, S., de Bono, N., Servais, I., Lopez-Garcia, P., Chin, N. "Global entrepreneurship monitor: Data collection design and implementation 1998–2003" Small Business Economics 24:3 (2005): 205–231. 6. Van Stel, A. J. "COMPENDIA: Harmonizing business ownership data across countries and over time" International Entrepreneurship and Management Journal 1:1 (2005): 105–123.
Course Requirements and Grades	Mid-term exam - 60 point; Final exam - 40 point.

Weekly Schedule		
Week	Main Topics	Keywords
1	Entrepreneurship and Idea for Business	Personality, reality check, strength and weaknesses, inspiration, goals
2	Business and Market	Nichecraft, evaluation, target market, mission, slients
3	Start vs Buy a Business	Right choice, business evaluation, deal, buying a franchise
4	Market Research	Research methods, maps, surveys, questionaries, data
5	Naming and Structuring a Business	Namestorming, testing, final analysis, sole proprietorship, partnership
6	Business Plan	Business description, market strategies, competitive analysis, financial factors
7	Funding a Business	Financing, venture, investments, debt financing, loans
8	Location and Professional Image	Utilities and other costs, commercial leases, office space, logo
9	Hiring Employees	Job analysis, job description, recruiting, interview, screening
10	Setting Employee Policies and Benefits	Benefits, cost containment, retirement plans, workplace safety
11	Modern Technology in Business	Business equipment, boosting productivity, website, business connection
12	Business Promotion	Brand, advertising, marketing, selling, customer service
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