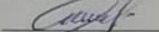


MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
National Aviation University  
Faculty of Economics and Business Administration  
Department of Air Transport Economy

AGREED


Dean of FEBA

 S. Smerichevskyi

«23» 03 2021

APPROVED

Vice-Rector for Academics

 Polukhin

«24» 03 2021



Quality Management System  
COURSE TRAINING PROGRAM  
on  
«Business economics»

Field of knowledge: 07 «Management and Administration»

Specialty: 075 «Marketing»

Educational Professional Programs: «Marketing»

Training Form	Semester	Total (hours/credits ECTS)	Lectures	Practicals	Self-Study	HW / CGP	TP/ CP	Semester Grade
Full-time	3	120/4,0	34	17	69	-	-	Exam 3s

Index: CB-6-075/18-2.1.11

QMS NAU CTP 11.01.01-01-2021



The Course Training Program on the «Business economics» is developed on the basis of the Curriculum Bachelor № CB-6-075/18 for the “Bachelor” educational degree specialists training for Specialty 075 «Marketing» and Educational Professional Program «Marketing» and corresponding normative documents.

Developed by:

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O. Polous

Discussed and approved by the Department of Air Transport Economy, Minutes № 19 of  
“03” 09 2018

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Discussed and approved by the Graduate Department for Specialty 075 “Marketing”, Educational Professional Program “Marketing” – Department of Marketing, Minutes № 1 of 12.01 2021

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“23” 03 2021

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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

This discipline is a theoretical and practical basis for a set of knowledge and skills that form the profile of a specialist in economics and entrepreneurship.

The purpose of teaching the discipline is to reveal the economy as a science that studies the theoretical foundations and practical forms of functioning of market structures and mechanisms of interaction of economic entities of society.

The objectives of the discipline are:

- mastering the knowledge of theoretical and methodological foundations of economics;
- obtaining knowledge on the essence of the basic concepts of business economics;
- tangible and intangible assets of the enterprise, labor productivity, cost of production, profit, profitability and other indicators of enterprises` efficiency;
- study of methodical and methodological bases of efficiency modeling of enterprise` work in the conditions of transition to the market and at market economy.

As a result of studying the discipline, students must:

know:

- the essence of the basic concepts of economics and methods of their application in various spheres of enterprises` activity;
- importance and ways to increase the efficiency of enterprises and their divisions;
- basics of modeling the enterprises` efficiency in the transition to the market and market economy;

Based on the knowledge gained in the process of studying the discipline, students must:

be able:

- combine theoretical knowledge and practical skills for efficient production;
- calculate the main economic indicators of enterprises and analyze them;
- find ways to use reserves to improve the efficiency of the enterprise.

The discipline "Business Economics" is based on knowledge of such disciplines as: "Higher Mathematics", "History of Economics and Economic Thought", "Microeconomics", "Macroeconomics" and is the basis for studying such disciplines as: "Fundamentals of Entrepreneurship", "Labor Economics and Social Labor Relations" and others.

#### 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 "Resource support of the enterprise in the system of market relations"
- training module №2 "Basic performance indicators of the enterprise`s economic activity", 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 « Resource support of the enterprise in the system of market relations»**

##### **Topic 1. Enterprise theories and basics of entrepreneurship**

The concept of "enterprise", its purpose, functions and main features. Legal bases of the enterprise`s formation and functioning. Classification of enterprises. Entrepreneurship as a modern form of management. Functions, features and principles of entrepreneurship.

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

The essence and features of non-joint-stock forms of business entities. Private enterprise. Limited Liability Company. Additional liability company. Full and limited partnership. The essence and features of joint-stock forms of business entities. Open and closed joint stock companies. Forms of as-

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sociation of enterprises, their characteristics. Complex economic formations.

### **Topic 3. External management environment of enterprises**

The concept and characteristics of the market type of management and market infrastructure. Entrepreneurial activity, its driving forces, principles, preconditions and types. Legislative support of entrepreneurship in Ukraine. Contractual relationships and partnerships in business.

### **Topic 4. Structure and management of enterprises**

The concept and need for production management. Evolution of management concepts. Goals, objectives of the function and the main features of enterprise management. Modern principles and methods of enterprise management. Formation of management system at the enterprise. Organizational structures of enterprise management, their characteristics. The highest bodies of state management of enterprises and organizations.

### **Topic 5. Market and products**

The concept of market infrastructure. The essence, types and functions of the market. The mechanism of market functioning. Market conditions. Transport as a branch of material production. Features of transport products. Indicators of transport products.

### **Topic 6. Enterprise`s activity planning**

The essence of planning and types of enterprise plans. Planning as a function of management, its principles and methods. The system of enterprise plans, their relationship and the order of development. Strategic planning and formation of enterprise development strategy. Tactical planning of production activities of the enterprise. Production activity plan. Business planning, its characteristics.

### **Topic 7. Enterprise staff, productivity and wages**

Labor resources at the enterprise (labor relations, scientific principles of labor organization, employment contract or contract). The structure of the enterprise`s personnel, the factors influencing it. Personnel policy of the enterprise and personnel management.

Labor productivity, indicators and methods of its measurement. Productivity of living and social work. Classification of reserves for increasing labor productivity (increasing the technical level of production; improving the organization of production and labor; changing external conditions). Structural change in production.

The essence of wages in a market economy and the principles of its organization. Functions, principles of organization and regulation of wages. Forms and systems of wages. Enterprise Consumption Fund. Its components.

## **Module №2 "Basic performance indicators of the enterprise`s economic activity"**

### **Topic 1. The capital of the enterprise**


General characteristics of capital and economic nature of enterprises` fixed assets. Composition and structure of enterprises` fixed assets. Classification of fixed assets. Accounting and valuation of enterprises` fixed assets. Assessment methods. Physical and moral wear. Depreciation of enterprises` fixed assets. Method of calculating depreciation rates. Depreciation fund. Indicators of reproduction of enterprises` fixed assets. Indicators of use, summarizing fixed assets. Private indicators of use of fixed assets. Extensive and intensive use of fixed assets. Ways to improve the use of fixed assets. The difference between the structure of fixed assets of transport from the structure of fixed assets of other sectors of the economy.

The economic essence of enterprises` working capital. Composition and structure of working capital of enterprises. Classification of working capital. Rationing of enterprises` working capital. Work in progress. Deferred expenses. Standardization of cost norms and norms of production stock. Indicators of the use of working capital. Working capital turnover. Feature of the turnover of working capital in transport. Ways to accelerate the turnover of working capital.

### **Topic 2. Investments**

The economic essence of capital investment. Their composition and structure (innovations, investments, intellectual potential, investment strategy of the enterprise).

General (absolute) economic efficiency, its indicators. Comparative economic efficiency, and indicators, methods of calculation. Payback period, efficiency ratio of capital investments, given costs.

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Foreign experience in determining the economic efficiency of capital investments. Initial economic concepts of investment efficiency assessment. Basic economic indicators.

### **Topic 3. Innovative activity**

Innovations and innovation processes, their types and characteristics. Classification of innovations. Innovation activity, directions of its development in Ukraine. Principles of evaluating the comparative efficiency of technical innovations. Scientific and technological progress, its general and priority areas. Management of innovation development.

### **Topic 4. Technical and technological base and production capacity of the enterprise**

Characteristics of the technical and technological base of production. Organizational and economic management of technical development of the enterprise. Technological unification and standardization. Production capacity of the enterprise, the factors influencing it. Methods for determining production capacity at enterprises.

### **Topic 5. Organization of production and product quality assurance**

Production processes, their classification and principles of organization. Organization of the production process in space and time. Production structure of the enterprise, its types and characteristics. Methods of production organization.

The concept of product quality, the need and indication of its improvement in modern conditions. Indicators and methods of product quality assessment. Product quality management. Product standardization: concepts, elements and principles of implementation. Economic efficiency and ways to improve product quality.

### **Topic 6. Costs of production and sales**

The economic essence of the cost and cost of production. Classification of costs attributed to the cost of production (by economic elements and costing items). Direct and indirect, basic and overhead costs. Methods of calculating costs for costing items. Types and indicators of cost. Ways to reduce the cost of production of enterprises.

Features of calculating the cost of transport products. Factors determining the level of transportation costs. Costs that depend and do not depend on the volume of traffic, on non-stop traffic, on the speed of flight. Influences of flight safety, labor protection and environmental requirements on the cost of transport products. The main ways to reduce the cost of transport products. Tariffs as a system of transport product prices.

### **Topic 7. Financial and economic results of the enterprise**

The essence, forms and methods of organizing the financial activities of the enterprise. The concept and types of corporate profits. Factors influencing the formation of the amount of profit. Distribution of enterprise profits. The main functions and ways to increase the company's profits. Profitability as a general indicator of the efficiency of the enterprise, its types and indicators.


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

The essence and classical model of enterprise rehabilitation. Enterprise rehabilitation plan. Types of enterprise rehabilitation, financing and feasibility study of rehabilitation measures. Bankruptcy of enterprises as an economic phenomenon, its causes and models. Symptoms, stages and types of bankruptcy. Bankruptcy proceedings. Reasons and procedure for liquidation of bankrupt enterprises. Consequences of liquidation of the enterprise.

The main characteristics of the enterprise restructuring process. The need, essence and purpose of enterprise restructuring. External and internal reasons for restructuring. Restructuring changes at the enterprise. Types and stages of enterprise restructuring. Efficiency of the restructuring process.

### **Topic 9. Economic security and anti-crisis activities**

Semantic and typological characteristics of economic security of the enterprise. Analytical assessment of the level of economic security of the enterprise. The main directions of the organization of economic security by separate functional components. Security service of the company (organization, enterprise).

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## 2. SUBJECT CONTENT

### 2.1. Training schedule of the subject

№	Topic	Academic Hours							
		Full-time				Part-time			
		Total	Lectures	Practical	Self-Study	Total	Lectures	Practical	Self-Study
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
<b>Module №1 « Resource support of the enterprise in the system of market relations»</b>									
		<b>3 semester</b>							
1.1	Enterprise theories and basics of entrepreneurship. Types of enterprises, their organizational and legal forms	12	2 2	2	6				
1.2	External management environment of enterprises. Structure and management of enterprises	14	2 2	2	8				
1.3	Market and products. Enterprise`s activity planning	14	2 2	2	8				
1.4	Enterprise staff, productivity and wages	8	2	2	4				
1.5	Module test №1	5	2	-	3				
<b>Total for the module №1</b>		<b>53</b>	<b>16</b>	<b>8</b>	<b>29</b>				
<b>Module №2 "Basic performance indicators of the enterprise`s economic activity"</b>									
2.1	The capital of the enterprise. Investments	14	2 2	2	8				
2.2	Innovative activity. Technical and technological base and production capacity of the enterprise	12	2	2	8				
2.3	Organization of production and product quality assurance. Costs of production and sales	12	2 2	2	6				
2.4	Financial and economic results of the enterprise. Enterprise development: modern models, transformation and restructuring	14	2 2	2	8				
2.5	Economic security and anti-crisis activities	9	2	1	6				
2.6	Control work (Part-time)	-	-	-	-				
2.7	Modular test №2	6	2	-	4				
2.8	Final semester test	-	-	-	-				
<b>Total for the module №2</b>		<b>67</b>	<b>18</b>	<b>9</b>	<b>40</b>				
<b>Total for the subject</b>		<b>120</b>	<b>34</b>	<b>17</b>	<b>69</b>				

### 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

The following teaching methods are used in the study of the discipline:

- explanatory and illustrative method;
- method of problem presentation;
- seminar discussion and debate;
- research method.

Realization of these methods is carried out at lectures, demonstrations, self-study, practicals,

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solving of problems, work with scientific literature, analyzing of statistical data.

### 3.2. List of references

#### Basic literature

3.2.1. Круш П.В. Економіка підприємства [Текст]: навч. посіб. / за заг. ред. П. В. Круша, В. І. Подвігіної, Б. М. Сердюка. – К.: Ельга-Н, КНТ, 2009. – 780с.

3.2.2. Покропивний С.Ф. Економіка підприємства [Текст]/ за ред. С.Ф. Покропивного.-К.: КНЕУ, 2011.-402с.

3.2.3. Бойчик І.М. Економіка підприємства [Текст]: навч.посіб./ І.М. Бойчик – К.: Атака, 2007 – 527с.

3.2.4. Шегда А.В. Економіка підприємства [Текст]: підручник / За ред. А.В. Шегди. – К.: Знання, 2006. – 614 с.

3.2.5. Швиданенко Г.О. Економіка підприємства [Текст]: підручник / За ред. Г.О. Швиданенко. К.: КНЕУ, – 2009. 816 с.

#### Additional literature

3.2.6. Кулаев Ю.Ф. Экономика гражданской авиации Украины [Текст]: монография./ Ю.Ф. Кулаев. – К.: Феникс, 2004. – 667 с.

### 3.3. Information resources on the Internet

3.3.1. Господарський кодекс України від 16.01.2003 № 436-IV [Електронний ресурс] – Режим доступу: <http://zakon.rada.gov.ua>.

3.3.2. Земельний кодекс України від 25.10.2001 № 2768-III [Електронний ресурс] – Режим доступу: <http://zakon.rada.gov.ua>.

3.3.3. Податковий кодекс України 02.12.2010 № 2755-VI [Електронний ресурс] – Режим доступу: <http://zakon.rada.gov.ua>.

3.3.4. Цивільний кодекс України від 16.01.2003 № 435-IV [Електронний ресурс] – Режим доступу: <http://zakon.rada.gov.ua>.

## 4. RATING SYSTEM OF KNOWLEDGE AND SKILLS ASSESSMENT

4.1. Assessment of certain types of educational work performed by the student is carried out in points in accordance with table. 4.1.

Table 4.1

3 semester				
Module №1		Module №2		Max points
Type of academic work	Max points	Type of academic work	Max points	
Performing of practical tasks 1.1-1.4 (5p * 4)	20 (sum)	Performing of practical tasks 2.1-2.4 (5p * 4)	20 (sum)	
Performing tasks on knowledge of theoretical material (7p*2)	14 (sum)	Performing tasks on knowledge of theoretical material (7p*2)	14 (sum)	
<i>For admission to the implementation of modular control №1 student must score at least 20 points</i>		<i>For admission to the implementation of modular control №2 student must score at least 20 points</i>		
Performing of the module test №1	<b>10</b>	Performing of the module test №2	<b>10</b>	
<b>Total by module №1</b>	<b>44</b>	<b>Total by module №2</b>	<b>44</b>	
<b>Exam</b>				<b>12</b>
<b>Total by 3 semester</b>				<b>100</b>



4.2. Performing of the certain kinds of academic works should be credited to the student in case if he received a positive rating (Table. 4.2).

4.3. The sum of the grades, obtained by the student for certain kinds of academic works, is current and module test ratings, and transfers to the module tests control records.

Table 4.2

Compliance of the rating assessments for certain kinds of academic work pointed in scores in a national scale

Grade, points			Grading National Scale
Performing of practical tasks	Performing tasks on knowledge of theoretical material	Performing of the module test	
5	7	9-10	Excellent
4	6	8	Good
3	4-5	6-7	Satisfactory
less than 3	less than 4	less than 6	Bad

4.4. The sum of the current and module grades ratings is total module grade (table 4.3), in points and by the national scale and transfers to the module tests control records.

Table 4.3

Compliance of the total module test ratings in points with the national scale

Module №1	Module №2	Grading in National Scale
40-44	40-44	Excellent
33-39	33-39	Good
27-32	27-32	Satisfactory
less than 27	less than 27	Bad

4.5. The sum of the total module grades is total semester module grades, and should be calculated in national scale (Table 4.4).

Table 4.4

Compliance of the total semester module grade ratings with the national scale

Grade	Grading in National Scale
79-88	Excellent
66-78	Good
53-65	Satisfactory
Less than 53	Bad

Table 4.5

Compliance of the examination grade with the national scale

Grade	Grading in National Scale
Exam	
12	Excellent
10	Good
8	Satisfactory
-	-

4.6. The sum of the total semester module test and examination grade is total semester grade, and should be calculated in national scale and ECTS (Table 4.6).

Table 4.6

Compliance of the total semester module  
grade ratings with the national scale and ECTS

Grade	Grades in national scale	Grades by the ECTS	
		Grade	Explanation
<b>90-100</b>	<b>Excellent</b>	<b>A</b>	<b>Excellent</b> (excellent performance with a few number of errors)
<b>82-89</b>	<b>Good</b>	<b>B</b>	<b>Very Good</b> (above average with several mistakes)
<b>75-81</b>		<b>C</b>	<b>Good</b> (in general, correct execution with a certain number of significant errors)
<b>67-74</b>	<b>Satisfactory</b>	<b>D</b>	<b>Satisfactory</b> (not bad, but with a lot of significant errors)
<b>60-66</b>		<b>E</b>	<b>Sufficient</b> (performance meets the minimum criteria)
<b>35-59</b>	<b>Bad</b>	<b>FX</b>	<b>Bad</b> (with the possibility of re-assembly)
<b>1-34</b>		<b>F</b>	<b>Bad</b> (re-training is necessary)

4.7. The total semester module grade in the national scale and ECTS is to be entered to the examination records, students card and students record book.

4.8. The total semester module grade is to be entered to the student`s card and students record book, i.e: **92/Ex./A, 87/Good/B, 79/Good/C, 68/Sat./D, 65/ Sat./E** etc.

4.9. The total grade for the discipline, which is taught during one semester, is equal to the total semester module grade.

The above-mentioned total grade for the discipline is to be entered to the 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				