

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
National Aviation University  
Educational and Research Institute of Economics and Management  
Management of Foreign Economic Activity of Enterprises Department

APPROVED  
Acting Rector

« \_\_\_ » \_\_\_\_\_ 2017.



**Quality Management System**

**SYLLABUS**

on

**«Management of the Enterprise Economic Activity»**

Field of study: 07 "Management and Administration"  
Speciality: 073 "Management"  
Specializations: «Management of Foreign Economic Activity»  
«Management of Organizations and Administration  
(by types of economic activities)»

Year of study	– 2 <sup>nd</sup>	Semester – 3 <sup>d</sup>
Classroom Sessions	- 68	Graded Test – 3 <sup>d</sup> semester
Self-study	- 97	
Total (hours / ECTS credits)	- 165/5.5	

Index CB-6-073/16-3.1

**QMS NAU S 11.02.03-01-2017**



The Syllabus on «Management of the Enterprise Economic Activity» is based on the educational and professional program Bachelor Curriculum № CB-6-073/16 for Speciality 073 “Management”, Specializations “Management of Foreign Economic Activity”, “Management of Organization and Administration (by types of economic activities)” and correspondent normative documents.

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Discussed and approved by the Graduate Department for the Speciality 073 “Management”, Specializations “Management of Foreign Economic Activity”, “Management of Organization and Administration (by types of economic activities)” – Management of Foreign Economic Activity of Enterprises Department, Minutes № \_\_\_\_ of \_\_\_\_\_ 2017.

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Discussed and approved by the Scientific-Methodological-Editorial Board of the Educational and Research Institute of Economics and Management, Minutes № \_\_\_\_ of " \_\_\_\_ " \_\_\_\_\_ 2017.

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« \_\_\_\_ » \_\_\_\_\_ 2017.

Director of the Center  
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Document level – 3b  
The planned term between the revisions – 1 year

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## INTRODUCTION

The Syllabus of the subject "Management of the Enterprise Economic Activity" is developed on the basis of the "Guidelines for the development and execution of Syllabus and Course Training Program of subjects", promulgated by order №37/поз dated 16.06.15.

This educational discipline of "Management of the Enterprise Economic Activity" occupies an important place in the system of economic education and there is one of the profiling disciplines at preparation of specialists for speciality.

**The aim** of teaching of discipline of "Management of the Enterprise Economic Activity" is to couch the students of knowledge of theoretical management with production bases and practical ability to use different kinds and methods of objective estimation of economic processes and end-point, exposure of factors and backlogs of production for the ground of suggestion for the proper managerial decisions.

**The tasks** of study of educational discipline are:

to ground of strategy and tactics of development of enterprises;

to increase of scientifically-economic validity of businessplans;

objective and всесторонне research of implementation of businessplans and norms (in the process of their development); determination of economic efficiency of the use of material, labour, financial resources;

control after realization of requirements in relation to the commercial settling for services and exposures of internal backlogs at all stages of making of products;

to ground and test of optimal administrative decisions.

As a result of study of this educational discipline a student **must**:

to know a role and setting of economic analysis in control system;

principles of management of enterprise economic activity;

**to be able:**

to conduct the economic analysis of economic activity of enterprise;

to ground, on the base of the conducted economic analysis, concrete measures of removal of undesirable results for administrative decisions in economic activity.

Educational material of discipline is structured on module principle and consists of two classic educational modules namely: educational module №1 "Conceptual principles of management of enterprise" economic activity. educational module №2 "Managements of economic activity of enterprise" separate aspects, each of that is logically completed, relatively independent, integral part of the discipline, the mastery of which involves modular control work and analysis of the results of its implementation.

The discipline is based on the knowledge of such disciplines as "Macroeconomics and Microeconomics", "Economic Law" and it is the basis for studying such disciplines as: "Management Controlling", "International Business".

## 2. CONTEXT OF THE DISCIPLINE

**2.1. Module №1 "Conceptual principles of management of enterprise economic activity".**

**Theme 2.1.1. Basics of the management of economic activity of an enterprise as a business entity.**

Determination of aim and directions of activity of enterprise. Classification and structure of modern enterprises. Management of enterprise economic activity: essence, maintenance and forms of display.

**Theme 2.1.2. Management of company's fixed assets.**



Description of material assets of enterprise. Classification and structure of capital assets of enterprise and their estimation. Wear, depreciation and recreation of capital assets of enterprise. Management of enterprise a production capacity.

**Theme 2.1.3. Management of company's current assets**

General description of floating capital of enterprise. Indexes of efficiency of the use of floating capital of enterprise. Net circulating capital and current financial necessities of enterprise. An acceleration of circulating of turnover means is a major method of decline of current financial necessities of enterprise.

**Theme 2.1.4. Management of company's labor resources**

Concept, classification and structure of personnel of enterprise. Management of labour of personnel the productivity. Determination of quantity of separate categories of personnel of industrial enterprise. Modern control system by a personnel. Motivation of labour activity of workers of enterprise. Remuneration of labour : essence, functions, public policy and general organization. Forms and systems of remuneration of labour.

**Theme 2.1.5. Management of marketing activity of an enterprise**

Marketing: essence of function and kinds. Complex market research. Marketing commodity politics of enterprise. Marketing price politics of enterprise. Marketing sale politics of enterprise.

**Theme 2.1.6. Company's Costs Management**

Current outlays of enterprise : essence, classification and structure. Estimate of production and commodity unit cost. Going is near settling of prime price of separate wares. Strategy and ways of the current cost cutting.

**2.2. The module № 2 "Managements of economic activity of enterprise"**

**Theme 2.2.1. Management of the profit of the company**

Income of enterprise : essence and kinds. Management of enterprise an income. Management forming of operating profit of enterprise. Forming of price politics of enterprise. Essence and principles of distribution of profit.

**Theme 2.2.2. Management of the company's value and its capital structure**

Essence and basic principles of estimation of capital. Estimation of cost of own capital. Estimation of cost of loan capital. Financial леверидж. Concept of capital structure and factors, that she is determined.

**Theme 2.2.3. Management of enterprise investment activity.**

Concept of investments and investment activity of enterprise. Investment market and his infrastructure. Model of forming of investment income of enterprises. Selection for realization of the real investment projects and estimation of their efficiency.

**Theme 2.2.4. Risk management of the company**

Financial risk of enterprise as management object. Methods of risk estimation. Risk-management: essence, rules and receptions. Organization of risk management. Strategy of risk management.

**Theme 2.2.5. Management of the economic activity of enterprises in crisis**

Bankruptcy: essence and signs. Warning of bankruptcy of enterprise. Adjusting of the crisis state of enterprise.



### 3. LIST OF REFERENCES

#### 3.1. Basic recommended references

- 3.1.1. Гетьман, О.О. Економіка підприємства : навч. посіб. для студ. вищ. навч. закл. / О. О. Гетьман, В. М. Шаповал. – К. : Центр учбової літератури, 2010. – 488 с.
- 3.1.2. Донец, Л. Обґрунтування господарських рішень та оцінювання ризиків / Л. Донец. – К. : Центр учбової літератури, 2012. – 472 с.
- 3.1.3. Економіка та організація виробництва: підруч. за ред. В. Г. Герасимчука, А. Е. Розенплентера. – К. : Знання, 2007. – 678 с.
- 3.1.4. Захарченко, В. Інноваційний менеджмент. Теорія і практика в умовах трансформації економіки / В. Захарченко. – К. : Центр учбової літератури, 2012. – 448 с.
- 3.1.5. Крупельницька, І. Звітність підприємств / І. Крупельницька. – К. : Центр учбової літератури, 2012. – 232 с.
- 3.1.6. Курганская, Н. И. Планирование и анализ на предприятии / Н. И. Курганская, Н. В. Волкова, О. В. Вишневецкая. – К. : Феникс, 2008. – 320 с.
- 3.1.7. Мазур, О. Ринкове ціноутворення / О. Мазур. – К. : Центр учбової літератури, 2012. – 480 с.

#### 3.2 Additional recommended references

- 3.2.1 Акулов, М. Економіка праці і соціально-трудова відносина / М. Акулов. – К. : Центр учбової літератури, 2012. – 328 с.
- 3.2.2 Базілінська, О. Я. Фінансовий аналіз : теорія та практика : навч. посіб. / О. Я. Базілінська. – К. : ЦУЛ, 2009. – 328 с.
- 3.2.3 Бець, М. Т. Фінансовий менеджмент : навч. посіб. / М. Т. Бець, О. Н. Боровик, Н. Г. Георгіаді, Р. Р. Гриник-Русин, Т. І. Данько ; за наук. ред. С. В. Князя. – Львів : Вид-во Львів. політехніки, 2014. – 223 с.
- 3.2.4 Кремень, О. Фінанси / О. Кремень. – К. : Центр учбової літератури, 2012. – 416с.
- 3.2.5 Лойко, В. В. Економіка підприємства : навч. посіб. для студентів напряму підгот. 6.030504 «Економіка підприємства» / В. В. Лойко, Т. П. Макаровська. – К. : КНУТД, 2015. – 267 с.
- 3.2.6 Непочатенко, О. Фінанси підприємств / О. Непочатенко. – К. : Центр учбової літератури, 2011. – 328 с.
- 3.2.7 Череп, А. В. Економіка підприємства : підручник / А. В. Череп, В. В. Ярмош. – Запоріжжя : ЗНУ, 2014. – 335 с.



(Ф 03.02–01)

**АРКУШ ПОШИРЕННЯ ДОКУМЕНТА**

№ прим.	Куди передано (підрозділ)	Дата видачі	Прізвище, ім'я та по батькові отримувача	Підпис отримувача	Примітки

(Ф 03.02–02)

**АРКУШ ОЗНАЙОМЛЕННЯ З ДОКУМЕНТОМ**

№ з/п	Прізвище, ім'я та 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**

Номер	Номер/сторінки (пункт)				Підпис особи, що 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				