

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

ЗАТВЕРДЖЕНО

на засіданні кафедри
менеджменту, логістики
та інновацій
Протокол № 2 від 31.08.2023 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



**ОРГАНІЗАЦІЯ ІННОВАЦІЙНОГО ТА ЛОГІСТИЧНОГО
ПІДПРИЄМНИЦТВА**

робоча програма навчальної дисципліни (РПНД)

Галузь знань	всі
Спеціальність	всі
Освітній рівень	перший (бакалаврський)
Освітня програма	всі

Статус дисципліни	вибіркова
Мова викладання, навчання та оцінювання	англійська

Розробник:
к.е.н., доцент

Підписано КЕП

Лідія МАЖНИК

Завідувач кафедри
Менеджменту, логістики та
інновацій

Олена ЯСТРЕМСЬКА

**Харків
2023**

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

APPROVED

at the meeting of the department
management and business
Protocol № 1 of 25.08.2023

AGREED

Vice-rector for educational and methodical work
_____ Karina NEMASHKALO



ORGANIZATION OF INNOVATIVE AND LOGISTICS ENTERPRISE

Program of the course

Field of knowledge **All**
Specialty **All**
Study cycle **first (bachelor)**
Study programme **All**

Course status **Elective**
Language **English**

Developers:
PhD (Economics),
Associate Professor

_____ Digitally signed _____

Lidiia MAZHNYK

Head of Department
Management, logistics and
innovations
Doctor in Economics
Professor

_____ _____

Olena IASTREMSKA

**Kharkiv
2023**

INTRODUCTION

The study of the course provides theoretical and practical training of applicants to solve specific tasks in the organization of innovative and logistics entrepreneurship, provides the opportunity to acquire fundamental knowledge of the theoretical foundations of innovative activity and logistics entrepreneurship, the formation of skills for the implementation of innovations in the enterprise, as well as the processes of formation, development and motivation of innovative activity among entrepreneurs and acquisition of skills in the organization of logistics activity and its development.

The goal of the educational course: acquiring systematic knowledge of the theoretical foundations and organizational and methodological foundations of the organization of innovative and logistic entrepreneurship.

To achieve the goal, the following main tasks are set:

identification of features and components of entrepreneurial interaction at the macro level and in the sectoral dimension, including as part of strategic alliances;

analysis of networks and identification of relationships, as well as existing problematic issues between business entities and consumers;

mastering the basic principles of entrepreneurial activity;

mastering the skills of organizing the implementation of innovations and logistics flows at the enterprise;

creation of innovation and organization of the process of technology transfer and their distribution;

study of the sequence of stages in the creation of a logistics system to support innovative business activities;

review of advantages and disadvantages of methods of integration of innovative and logistic processes in business activity.

The object of the educational course is the economic system and processes that reflect various aspects of economic decision-making in entrepreneurial activity.

The subject of the academic course is the peculiarities and regularities of the organization of innovative and logistic entrepreneurship in the conditions of the modern economy.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
Ability to determine the basics of entrepreneurial activity	Use basic knowledge of the history of development and organization of entrepreneurial activity
The ability to determine the peculiarities of organizational and legal forms of entrepreneurship	To use basic knowledge of the peculiarities of the organization and the discovery of various organizational and legal forms, types of entrepreneurship
Ability to form social entrepreneurship	Use basic knowledge of the peculiarities of the formation of social entrepreneurship
Ability to organize innovative business activities	Use basic knowledge of business organization
Demonstrate the ability to generalize the results of the analysis of the company's activities to justify a set of measures for the future development of the company in the market environment	Ability to abstract thinking, analysis, synthesis; The ability to analyze and structure the problems of the organization, to form reasonable solutions
The ability to define an innovative environment	Use knowledge of the features of the formation and development of an innovative environment
The ability to determine the principles of organization of logistics entrepreneurship	Use basic knowledge of the peculiarities of the logistics business organization
Ability to organize a creative team	Use knowledge of formation, development and motivation of a creative team
Ability to identify innovative logistics approaches in entrepreneurial activity	To use basic knowledge on the formation of innovative logistic approaches in entrepreneurial activity

COURSE CONTENT

Content module 1. *Entrepreneurship as an object of management*

Topic 1. The essence of innovative entrepreneurial activity

The concept of entrepreneurial activity. Definition and essence of entrepreneurship, entrepreneurship as a special economic category, subjects of entrepreneurial activity. Object, subject and purpose of entrepreneurial activity. Definition of functions and principles of entrepreneurial activity. The history of entrepreneurship.

Topic 2. Models of innovative entrepreneurial activity

Stages of the development of entrepreneurial activity, the contribution of Ukrainian scientists to the development of entrepreneurship. Methods of finding a business idea. Focal object method, analogy method. Legislative framework of Ukraine regarding entrepreneurial activity. Models of innovative entrepreneurial activity.

Topic 3. National infrastructure of entrepreneurship development

Concept and principles of state regulation of entrepreneurship. Mechanism of state regulation of entrepreneurial activity. The system of regulation of state aid and support for entrepreneurship in Ukraine.

Modern characteristics of business infrastructure. Typology of business infrastructure. Prerequisites and obstacles to the development of entrepreneurship infrastructure.

Socially oriented entrepreneurship: signs and characteristics, process of organization and state regulation. International experience of social entrepreneurship.

Peculiarities of the organization in different countries of innovative and logistic entrepreneurial activity, adaptation of world experience and transformation of the domestic infrastructure of entrepreneurship. Peculiarities of entrepreneurship development in the European Union.

Topic 4. Market innovative business environment, its main institutions

Innovative environment as a basis for ensuring competitiveness. Aspects of the formation of an innovative environment.

Innovativeness of national economies. Global innovation index. Concept of innovative development. Development of innovative entrepreneurship in Ukraine.

Elements and components of the innovative environment by hierarchical levels. Interaction of innovative environment and innovative entrepreneurship. Institutes of innovative environment and their impact on innovative entrepreneurship.

Content module 2. *Management tools of innovative and logistic activities*

Topic 5. Management of the internal environment of an innovative enterprise

Organization of innovative entrepreneurship and promotion of an innovative product. Organizational structure and project management of an innovative enterprise.

Ways of entering the business: creation of a new enterprise, acquisition of an existing enterprise and organization of a franchise.

Topic 6. Entrepreneurial interaction: strategic alliances and networks

Entrepreneurial interaction and types of strategies for competition in international markets.

Factors of expansion of entrepreneurial activity for entering the world market.
Multinational and global business strategies.

Network marketing as a tool for business expansion.

Topic 7. Open innovation and technology transfer

The essence of technology transfer and commercialization. Structure of technology transfer management in organizations. Classification of organizational forms of technology transfer.

Forms of commercialization of innovations: engineering, technical assistance, franchise.

Types of commercialization depending on the stages of realization of the commercial idea and the object of commercialization. Concepts and types of license agreements.

Organizational preparation of technologies for transfer. Organizational model of technology transfer based on the process approach. Organizational model of technology transfer based on the functional approach.

Topic 8. Basics of logistics business organization and its main market organizational structures

Concept of logistics entrepreneurship, essence and necessity. Innovative logistic approaches as a factor of enterprise competitiveness. Implementation of modern logistics methods. The impact of the introduction of innovations on the process of logistics activity.

The essence of innovative logistics approaches, their types, features. Peculiarities of the logistic approach to the optimization of business activity.

INCOTERMS. International Chamber of Commerce Official Rules for the Interpretation of Trade Terms: Structure, Terminology and Terms.

Topic 9. The complex of innovative logistics activities as a key factor in the success of economic entities

The essence and structure of the complex of innovative logistics activities. External and internal factors influencing the formation of a complex of innovative logistics activities. The impact of the components of the innovative logistics complex on the competitiveness of business entities.

The list of practical (seminar) studies in the course is given in table 2.

Table 2

The list of practical (seminar) studies

Name of the topic	Content
Topic 1	<i>Seminar work.</i> 1. Types of entrepreneurial activity. Types of forms of ownership of entrepreneurial activity

	<p>2. Normative and legal support of entrepreneurial activity of Ukraine 3. Rights, duties and responsibilities of an entrepreneur Practice work. 1. The enterprise as a legal entity in the legal environment of Ukraine 2. Diversity of entrepreneurial activity</p>
Topic 2	<p>Seminar work. 1. Analysis of approaches and definitions to the concept of "entrepreneurship" and "innovative activity", "innovative entrepreneurship": domestic and foreign practices 2. Main branches and spheres of entrepreneurship and innovative entrepreneurship, history of formation 3. Differences and examples of economic and entrepreneurial activity 4. Classification of entrepreneurial activity by category and distribution by industry 5. Advantages and disadvantages of innovative entrepreneurship 6. Advantages and disadvantages of logistics entrepreneurship 8. Statistical analysis of Ukrainian entrepreneurship for a certain period Practice work. Setting goals according to the SMART criterion for innovative entrepreneurship</p>
Topic 3	<p>Seminar work. 1. The largest trading platforms of Ukraine and the world 2. Peculiarities of the operation of innovative and logistic enterprises in the conditions of the military state of Ukraine 3. Development of entrepreneurship: signs and characteristics of infrastructure components 4. International experience of social entrepreneurship Practice work. 1. Cases of state regulation of business activity 2. Analysis of the country's foreign market by branch structure</p>
Topic 4	<p>Seminar work. 1. Analysis of the list of indices and indicators of innovative activity, development, etc. 2. Elements and components of the innovative environment by hierarchical levels Practice work. Business game "Institute in a market innovative business environment"</p>
Topic 5	<p>Seminar work. 1. Management of the internal environment of innovative entrepreneurship 2. Management of the internal environment of logistics entrepreneurship 3. List of modern management tools for innovative and logistic activities Practice work. Stages and features of management of the internal environment of innovative and logistic entrepreneurship</p>
Topic 6	<p>Seminar work. 1. Comparison of the introduction of innovative and logistic entrepreneurship 2. Prioritization of entrepreneurship development: innovative or logistical aspects Practice work. 1. Cases of strategic alliances 2. Development of business innovation and logistics networks</p>
Topic 7	<p>Seminar work. 1. Efficiency of transfer of innovations in the logistics system</p>

	2. Specificity and peculiarities of the functioning of technology parks Practice work. Evaluation of the effectiveness of the transfer of logistics innovations
Topic 8	Seminar work. 1. Principles and features of organizing the delivery of goods to the destination 2. International trade terms Practice work. 1. INCOTERMS 2. Incoterms in the context of B2B
Topic 9	Seminar work. Innovative measures in the field of enterprise logistics: the process of development and justification of measures. Practice work. 1. Economic justification of innovative measures in the field of enterprise logistics. 2. Calculation of the economic efficiency of the purchase and sale of licenses

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic	Content
Topic 1	1. The essence of innovative entrepreneurial activity in the context of transformations and positive changes 2. Digitalization of business activity: features, trends and prospects, dynamics of development
Topic 2	1. Features of models of innovative entrepreneurial activity 2. Models of innovative entrepreneurial activity: differences between e-commerce and e-business
Topic 3	1. Blockchain technology as a tool for improving the mechanism of financing small and medium innovative entrepreneurship 2. Peculiarities of the organization of interaction of business structures in the process of using blockchain technologies 3. Positioning of Ukraine in the international rating of ease of doing business 4. Innovative technologies of social entrepreneurship
Topic 4	1. Public-private partnership regarding innovations in Ukraine during military operations 2. An innovative approach to public-private partnership in the field of highway construction in Ukraine
Topic 5	1. The priority direction of the development of the internal constituent element of the innovative enterprise 2. The priority direction of the development of the internal component of the logistics enterprise
Topic 6	1. Trade and industrial cluster as a promising structural element of the national economy 2. Entrepreneurial interaction of domestic organizations in the conditions of military

Name of the topic	Content
	operations
Topic 7	1. Main characteristics of technological structures 2. Management system of intellectual property objects in the general management system of the enterprise. 3. Specifics of economic calculations when buying and selling licenses
Topic 8	1. The concept of adding value in the logistics chain 2. Analysis of the value chain according to the cost criterion 3. Transfer technologies in the optimization of value chains
Topic 9	The process of development and substantiation of innovative measures in the field of business logistics

The number of hours of lectures, practical (seminar) and laboratory classes studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching an educational discipline, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such learning methods as:

Verbal (lecture (Topic 1–9), problematic lecture (Topic 2, 3, 5, 6), provocation lecture (Topic 7)).

In person (demonstration (Topic 1–9)).

Practical and seminar work (Topic 1–9), essay (Topic 1–9), case method (Topic 3, 6), business game (Topic 4)).

FORMS AND METHODS OF ASSESSMENT

The university uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of a semester exam.

The final grade in the course is determined for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

During the teaching of the course, the following control measures are used:

Current control: current control: individual educational and research tasks (maximum score – 65 points), written control work (maximum score – 20 points), colloquium (maximum score – 10 points), essay (maximum score – 5 points).

Semester control: Grading.

More detailed information on the assessment system is provided in technological card of the course.

RECOMMENDED LITERATURE

Main

1. Веретенникова Г. Б. Методи діагностики та прогнозування розвитку підприємства : навчальний посібник [Електронний ресурс] / Г. Б. Веретенникова, Н. М. Омелаєнко. – Харків : ХНЕУ ім. С. Кузнеця, 2017. – 190 с. – Режим доступу: <http://www.repository.hneu.edu.ua/bitstream/123456789/20103/1/2017%20-%20%D0%92%D0%B5%D1%80%D0%B5%D1%82%D0%B5%D0%BD%D0%BD%D0%B8%D0%BA%D0%BE%D0%B2%D0%B0%2C%20%D0%9E%D0%BC%D0%B5%D0%BB%D0%B0%D0%B5%D0%BD%D0%BA%D0%BE.pdf>.

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Additional

6. Z. Drinke Digital economy: opportunities for transformation of entrepreneurial structures Z. Drinke, L. Mazhnyk, R. Zvirgzdina, T. Mokiienko, L. Holovash, H. Kryshthal // *Naukovyi Visnyk Natsionalnoho Hirnychoho Universytetu*. 2024, (1): 140–146. – Режим доступу: <https://doi.org/10.33271/nvngu/2024-1/140>.

7. Improvement of efficiency of enterprises operating in the services sector on the basis of logistics concepts / V. Pysmak, L. Mazhnyk // *Економічний часопис-*

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