

Educational Institution
“Belarus State Economic University”

SUBMIT

First Vice-rector of the Educational
Institution “Belarus State Economic
University”

_____ E.F. Kireeva

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Registration No. _____/

International Entrepreneurship

The syllabus of the higher education institution
on the academic discipline for the specialty

1-25 01 03 World Economy

2022

The syllabus is based on the curriculum for the specialty “World Economy”, registration № 21 ИДА-132 dated 02.09.2021.

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RECOMMENDED FOR APPROVING:

Department of the World Economy of the Educational Institution “Belarus State Economic University”
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Scientific and Methodological Council of the Educational Institution “Belarus State Economic University”
(Protocol № _____ of _____)

Explanatory note

The academic discipline “International Entrepreneurship” is an independent discipline for the specialty “World Economy” at the first stage of higher education. In this discipline students study the theoretical and methodological aspects of entrepreneurial activity and its organization, acquire knowledge about international entrepreneurship and its forms, gain an understanding of the features of the participation of small and medium-sized businesses in world economic relations, form the skills of social responsibility and an innovative approach in joint ventures, master ways management of various types of activities in joint businesses, get an idea of the possible forms of public-private partnership in joint venture activities. The academic discipline “International Entrepreneurship” is aimed at developing analytical creative thinking, developing skills and abilities to use methods, analytical tools and incentives in practical work, taking into account the instability of internal and external conditions of entrepreneurial activity, as well as developing special approaches to decision-making in joint ventures. It provides an opportunity for scientific substantiation of the optimal joint activities of organizations, forms the basis for making strategic and tactical management decisions in the field of international entrepreneurship, as well as evaluating the results of entrepreneurial activities.

The purpose of the academic discipline “International Entrepreneurship” is the acquisition by students of systemic knowledge in the field of modern theory of the creation and functioning of international entrepreneurial activities in the global and national economy, the formation of practical skills for studying the problems and prospects for the development of joint ventures, the rationale for effective entrepreneurial decisions.

Tasks of the academic discipline:

- development of professional competencies in the field of research patterns, processes and forms of business development at the national, regional and international levels;
- study of modern approaches to the international entrepreneurship;
- formation of entrepreneurial decision-making skills;
- developing students' skills in managing joint ventures.

The structure of the program and the methodology of teaching the academic discipline take into account new results of economic research and the latest achievements in the field of pedagogy and information technology, orienting students towards the acquisition of relevant professional competencies. The academic discipline is based and associated with the study of economic theory, world economy, and international management.

As a result of studying the academic discipline “International Entrepreneurship” the following competencies are formed:

- to manage the system and comparative analysis;
- to possess research skills;
- to be able to generate new ideas (to be creative);
- to have the ability for interpersonal communications;
- to be able to work in a team;
- to analyze and evaluate the collected data;

- to search, systematize and analyze information on the prospects for the development of the industry, innovative technologies, projects and solutions;
- to make decisions independently;
- to understand the importance of joint ventures in the global economy, analyze the impact of global patterns, trends, and prospects on the development of international entrepreneurship.

As a result of studying the academic discipline students should:

to know:

- concepts, functions and types of entrepreneurship;
- theoretical foundations of entrepreneurial activity;
- legal forms of joint ventures;
- legal framework for international business activities;
- essence and purpose of the business plan, requirements for its structure and content;
- the procedure for setting goals and the stages of creating a joint venture;
- global experience in supporting small and medium businesses;
- formation of the innovation policy for international entrepreneurship;
- pricing policy in international entrepreneurship;
- the procedure for selecting and evaluating personnel in joint ventures;
- features of joint business activities with the participation of the state;

to be able to:

- choose the organizational and legal form of international business activities;
- calculate the economic efficiency of joint venture activities;
- form innovative directions based on the development priorities of the international entrepreneurial organization;
- determine the strategy of international entrepreneurship;
- carry out day-to-day management of a joint venture;
- set priorities for social responsibility, adhere to the culture and ethics of international entrepreneurial activities;
- form a management system for certain types of activities in a joint venture;
- identify financial risks of international entrepreneurship;
- take into account the specifics of the implementation of public-private partnerships in joint ventures;

to possess:

- methods of strategic and operational management of international entrepreneurship;
- application of economic and non-economic justification of entrepreneurial activity;
- calculation of performance indicators for international entrepreneurial activities;
- analysis of the financial statements of a joint venture;
- planning the operating activities of international entrepreneurship;
- using forms of public-private partnership.

In accordance with the curriculum of the specialty 1-25 01 03 World Economy the syllabus is designed for 108 hours, of which only 52 hours of classroom for the full-time form of training, 12 hours of classroom for part-time form of training (full

term of study), 10 hours of classroom for part-time form of training (shortened study period). Distribution by the type of occupation for the full-time form of training: lectures – 26 hours, seminars – 26 hours. Distribution by type of occupation for part-time form of training: lectures – 6 hours, seminars – 6 hours.

The form of current certification for the academic discipline is an exam.

Content of the educational material

Topic 1. Theoretical aspects of entrepreneurship and entrepreneurial activity

The concept of entrepreneurship. Forms and types of entrepreneurship. Entrepreneurship functions. The history of the development of entrepreneurship. International business. Essence of a joint venture.

Topic 2. Structure of international entrepreneurship

Business structure. Choice of directions of entrepreneurial activity. Scheme of joint entrepreneurship. Organizational forms of international entrepreneurship. Stages of creating a joint venture. Principles of business planning. The main sections of the business plan.

Topic 3. Corporate entrepreneurship

The essence of a corporation. Formation of corporate structures. The connection of corporate structures with the external environment for doing business. Science-oriented corporations. Virtual corporate structures.

Topic 4. Small and medium-sized business in international entrepreneurship

Formation of small and medium-sized business organizations. Development of small and medium-sized enterprises in the world economy. Types of small-sized enterprises. Features of the regulation of small and medium-sized businesses. World experience in supporting small businesses.

Topic 5. Social responsibility of international entrepreneurship

The essence of the culture of international entrepreneurship. The history of the development of entrepreneurial culture. Organizational culture. Business ethics of entrepreneurial activity. Business secret. Corporate social responsibility.

Topic 6. Innovation in international entrepreneurship

The concept of innovation and innovative entrepreneurship. Classification of innovations. Venture business. Innovation policy of a joint venture. Technology transfer in international entrepreneurship.

Topic 7. Operational management in international entrepreneurship

The sequence of creating a joint venture. Stages of development of an entrepreneurial organization. Strategic and operational management. The main types

of operations in international entrepreneurship. Digital technologies in international entrepreneurship.

Topic 8. Financial aspects of international entrepreneurship

The main directions of financial management in international entrepreneurship. Pricing policy of a joint venture. Financial risks of international activity. Investment activities of a joint venture. Taxation in entrepreneurial activity. Financial statements.

Topic 9. Franchising in international entrepreneurship

Definition of franchising. The history of the development of franchising. Franchising types. Advantages and disadvantages of franchising in international entrepreneurship. Regulation of franchising operations.

Topic 10. Leasing in international entrepreneurship

Essence of leasing. History of the development of leasing. Features of leasing. Main types of leasing. Financial leasing in international business. International leasing operations. Regulation of leasing transactions.

Topic 11. Personnel management in international entrepreneurship

Human resources and potential of employees of a joint business. Human resource management system in international entrepreneurship. Personnel policy of a joint venture. Recruitment and evaluation of personnel. Compensation and reward system.

Topic 12. Effectiveness of international entrepreneurship

International entrepreneurship valuation. Principles for evaluating the effectiveness of entrepreneurial activity. Elements of efficiency. The main methods of evaluation and performance indicators of a joint venture. Social efficiency of a joint venture. Directions for improving the effectiveness of joint business activities.

Topic 13. Public-private partnership in joint business activities

Distinctive characteristics of the Belarusian economic model in the development of joint ventures. The concept of public-private partnership. Signs of partnership. Goals and objectives of PPP in joint venture activities. Forms of partnership. World experience of PPP. The idea of social partnership and its implementation in the legal and practical policy of the Republic of Belarus.

Educational and methodical map of the academic discipline “International Entrepreneurship”
for the full-time form of higher education

Section number, topics	Section title, topics	Number of class hours						Other*	Form of control of knowledge
		Lectures	Practical classes	Seminar classes	Laboratory classes	Amount of hours GSS			
						L	PC		
1	Theoretical aspects of entrepreneurship and entrepreneurial activity	2		2				[1-3, 9, 16]	Verification questions, presentations
2	Structure of international entrepreneurship	2		2				[1-3, 10, 13]	Verification questions, test, presentations
3	Corporate entrepreneurship	2		2				[1-3, 8, 9]	Verification questions, work in small groups, test
4	Small and medium-sized business in international entrepreneurship	2		2				[1-3, 7, 17]	Verification questions, intermediate monitoring of knowledge on topics 1-4
5	Social responsibility of international entrepreneurship	2		2				[1-3, 6, 12]	Verification questions, test, work in small groups
6	Innovation in international entrepreneurship	2		2				[1-3, 4, 14]	Verification questions, discussion
7	Operational management in international entrepreneurship	2		2				[1-3, 5, 17]	Verification questions, presentations, intermediate monitoring of knowledge on topics

									5-7
8	Financial aspects of international entrepreneurship	2		2				[1-3, 8, 11]	Verification questions, case study, test
9	Franchising in international entrepreneurship	2		2				[1-3, 7, 9]	Verification questions, test, work in small groups
10	Leasing in international entrepreneurship	2		2				[1-3, 7, 15]	Verification questions, presentations, intermediate monitoring of knowledge on topics 8-10
11	Personnel management in international entrepreneurship	2		2				[1-3, 5, 13]	Verification questions, test, work in small groups
12	Effectiveness of international entrepreneurship	2		2				[1-3, 12, 14]	Verification questions, case study, test
13	Public-private partnership in joint business activities	2		2				[1-3, 4, 10]	Verification questions, presentations, intermediate monitoring of knowledge on topics 11-13
	Total hours	26		26					Exam

Educational and methodical map of the academic discipline “International Entrepreneurship”
for the part-time form of higher education

Section number, topics	Section title, topics	Number of class hours						Other *	Form of control of knowledge
		Lectures	Practical classes	Seminar classes	Laboratory classes	Amount of hours GSS			
						L	PC		
1	Theoretical aspects of entrepreneurship and entrepreneurial activity	1						[1-3, 9, 16]	Verification questions, test
2	Structure of international entrepreneurship	1						[1-3, 10, 13]	Verification questions, test
3	Corporate entrepreneurship	1						[1-3, 8, 9]	Verification questions, test
4	Small and medium-sized business in international entrepreneurship	1						[1-3, 5, 17]	Verification questions, test
5	Social responsibility of international entrepreneurship	1						[1-3, 6, 12]	Verification questions, test
6	Innovation in international entrepreneurship	1						[1-3, 4, 14]	Verification questions, test
7	Operational management in international entrepreneurship			1				[1-3, 7, 17]	Verification questions, test
8	Financial aspects of international entrepreneurship			1				[1-3, 8, 11]	Verification questions, test
9	Franchising in international entrepreneurship			0,5				[1-3, 7, 9]	Verification questions, test
10	Leasing in international entrepreneurship			0,5				[1-3, 7, 15]	Verification questions, test
11	Personnel management in international entrepreneurship			1				[1-3, 5, 13]	Verification questions, test
12	Effectiveness of international entrepreneurship			1				[1-3, 12, 14]	Verification questions, test
13	Public-private partnership in joint business activities			1				[1-3, 4, 10]	Verification questions, test
	Total hours	6		6					Exam

Information and methodical part

Methodical recommendations on the organization of independent work of master students in the academic discipline “International Entrepreneurship”

In mastering the knowledge of the academic discipline, an important stage is independent work. The main directions of independent work are:

- initially a detailed introduction to the syllabus;
- acquaintance with the list of recommended literature on the discipline in general and its topics, its availability in the library and other available sources, the study of the necessary literature on the topic, the selection of additional literature;
- studying and expanding the lecture material of the teacher at the expense of special literature, consultations;
- preparation for seminars on specially designed plans with the study of basic and additional literature;
- preparation for diagnostic monitoring forms (tests, control work and so on);
- preparation for the exam.

List of recommended competence diagnostic tools

1. Oral forms of diagnosis of competencies: interviews, oral presentations at seminar classes, reports at conferences, evaluation based on discussion.
2. Written forms of competence diagnostics: tests, test papers, essays, abstracts, publication of articles, reports.
3. Oral and written forms of competence diagnostics: reports in classroom, practical exercises with their oral defense.
4. Technical form of competence diagnostics: electronic tests.

Normative and legislative acts

1. On support for small and medium-sized businesses: Law of the Republic of Belarus of 1 July 2010 № 148-3 // National Register of legal acts of the Republic of Belarus. – 06 July 2010 – №2/1703.
2. On concessions: Law of the Republic of Belarus of 12 July 2013 № 63-3 // National Register of legal acts of the Republic of Belarus. – 19 July 2013 – №2/2061.
3. On the development of entrepreneurship: Decree of the President of the Republic of Belarus of 23 November 2017 № 7 // National Register of legal acts of the Republic of Belarus. – 24 November 2017 – № 1/17364.

LITERATURE

Basic:

1. Daniels, J. D. International Business : Environments and Operations : Global Edition / J.D. Daniels, L.H. Radebaugh, D.P. Sullivan. - 15th ed. - Harlow :

Pearson, 2015. - 896 p. : il. - (ALWAYS LEARNING).

2. Hill, Ch.W. International Business. Competing in the Global Marketplace / Ch.W. Hill, G.T. Hult. - 12 ed. - New York : McGraw-Hill Education, 2019. - XXXII, 667 p. : il.

3. Fundamentals of entrepreneurial activity : a textbook for students of higher education institutions / [V.L. Klyunia *et al.*] - Minsk : BSU Publishing Center, 2019. - 308, [1] p. – (in Russian).

Additional:

4. Agarkov, A.P. Management of innovation activity : a textbook / A.P. Agarkov, R.S. Golov. – Moscow : Dashkov and K°, 2018. – 208 p.

5. Arustamov, E.A. Fundamentals of business : a textbook: / E.A. Arustamov. – Moscow : Dashkov and K°, 2019. – 230 p.

6. Erokhin, V.L. International entrepreneurship: a textbook / V.L. Erokhin. – Moscow : Finance and statistics, 2008. – 392 p.

7. Zabrodskaya, N. G. Entrepreneurship. Organization and economics of small enterprises : a textbook / N. G. Zabrodskaya. - Moscow : INFRA-M, 2019. - 263 p. - ISBN 978-5-9558-0367-8. - Text : electronic. - URL: <https://znanium.com/catalog/product/1000225>. – Access mode: by subscription.

8. Mikhalkin, V.A. Organization and forms of international business : a textbook / V.A. Mikhalkin. – Moscow : Magistr, INFRA-M, 2019. – 448 p.

9. Pereverzev, M. P. Entrepreneurship and business : a textbook / M. P. Pereverzev, A. M. Luneva; ed. M. P. Pereverzev. - Moscow : INFRA-M, 2019. - 176 p. - ISBN 978-5-16-003128-6. - Text : electronic. - URL: <https://znanium.com/catalog/product/993585>. – Access mode: by subscription.

10. Entrepreneurship : a textbook / A.N. Romanov [et al]; ed. V.Ya. Gorfinkel, G.B. Polyak. – 5th ed. – Moscow : Uniti, 2015. – 687 p.

11. Entrepreneurship : a textbook / I. K. Larionov, K. V. Antipov, A. N. Gerasin et al.; ed. I. K. Larionova. – 3d ed. – Moscow : Dashkov and K°, 2019. – 191 p. – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=573196>. – ISBN 978-5-394-03079-6. – Text : electronic.

12. Semeko, G.V. Joint entrepreneurship : a textbook / G.V. Semeko. – Moscow : Zercalo-M, 2004. – 120 p.

13. Modern forms of business organization: international experience and development prospects in Belarus : [collection of articles / A.A. Bykov et al. ; resp. ed. T.P. Bykova] ; Council for the Development of Entrepreneurship in the Republic of Belarus, [Eastern com. the German economy; translation of articles of germ. authors: A.V. Togulev]. - [2017?]. - 184, [1] p.

14. Management of the investment attractiveness of an organization : a textbook / G.D. Antonov [et al.]. – Moscow : INFRA-M, 2018. – 221 p.

15. Filosofova, T.G. Leasing business : a textbook / T.G. Filosofova. – Moscow : Uniti, 2015. – 343 p.

16. Chernyak, V.Z. History of entrepreneurship : a textbook / V.Z. Chernyak. – Moscow : Uniti, 2015. – 607 p.

1. Yakovlev, G.A. Organization of entrepreneurial activity : a study guide / G.A. Yakovlev. – Moscow : INFRA-M, 2020. – 313 p.

PROTOCOL OF HARMONIZATION OF THE SYLLABUS

Title of the discipline, with which requires agreement	Department	Suggestions about the changes in the content of the higher education syllabus for academic discipline	The decision taken by the department to develop the syllabus (with the date and protocol number)
1.			

ADDITIONS AND CHANGES TO THE SYLLABUS
for the ____/____ academic year

No	Additions and changes	Base

The syllabus was reviewed and approved at a meeting of the department

_____ (protocol No ____ of _____ 202_ r.)
(the name of the department)

Chair of the department

_____ (academic degree, academic title) _____ (signature) _____ (Initials Surname)

APPROVED
Dean of the Faculty

_____ (academic degree, academic title) _____ (signature) _____ (Initials Surname)