

Description of Discipline

| Title of Discipline: <i>Development of Business Model of an Enterprise</i> | | | | | |
|--|----------|--------------------|--------------|---|-------------------------|
| Semester | Duration | Type of Discipline | ECTS Credits | Academic Workload | Language of Instruction |
| 8 | 180 hrs. | optional | 6 | 50 hours of classroom training, 130 hours of self-study | Ukrainian |

| Learning Outcomes | Teaching Methods | Evaluation Methods |
|---|--|------------------------------------|
| LO10. To apply theoretical knowledge to solve practical problems and interpret the results properly. | Lectures, presentation, discussion | Individual evaluation, exam |
| LO 11. To identify sources and understand the methods to determine and obtain social-economic data, collect and analyze relevant information, calculate economic and social indicators. | Illustration, presentation, explanation | Final tests, graphic methods, exam |
| LO14. To use regulatory and legal acts regulating professional activity. | Online teaching, reading, taking notes | Testing, exam |
| LO17. To be able to be flexible and adapt to new situations when working with new objects under uncertain conditions. | Problem tasks, discussion, observation | Combined evaluation, exam |
| LO21. To demonstrate basic creative and critical thinking skills in research and professional communication. | Problem tasks, explanation, illustration | Individual evaluation, exam |

| Title of Discipline / Development of Business Model of an Enterprise | | | | |
|---|----------|--------------------|--------------|---|
| Semester | Duration | Type of Discipline | ECTS Credits | Student Workload |
| 8 | 180 hrs. | mandatory | 6 | 60 hours of teaching, 120 hours of self-study |

| Requirements for Participation | Type of examination (oral, written, term paper, etc.) | Methods of teaching and learning (lectures, seminars, etc.) | Discipline Coordinator |
|---|---|---|------------------------|
| Completed disciplines 'Business Economics', 'Macroeconomics', 'Computer Science', 'Internal Economic Mechanism of the Enterprise' | Written pass-fail test | Lectures, practical classes, self-study, individual assignments | I.Khomenko |

Learning Outcomes

GC3. Ability to abstract thinking, analysis and synthesis.

GC4. Ability to apply knowledge in practical situations.

GC5. Ability to communicate in the state language both orally and in writing.

GC7. Skills in the use of information and communication technologies.

GC8. Ability to search, process and analyze information from various sources.

GC9. Ability to adapt and act in a new situation.

GC11. Ability to make informed decisions.

GC13. The ability to act socially responsibly and consciously.

SC1. Ability to show knowledge and understanding of the problems of the subject area, the basics of the modern economy at the micro, meso, macro and international levels.

SC2. Ability to carry out professional activities in accordance with applicable regulations and legal acts.

SC7. Ability to use computer technology and data processing software to solve economic problems, analyze information and prepare analytical reports.

SC10. Ability to use modern sources of economic, social, managerial, accounting information for the preparation of official documents and analytical reports.

SC12. The ability to independently identify problems of an economic nature in the analysis of specific situations, to suggest ways to solve them.

SC13. Ability to conduct economic analysis of the functioning and development of economic entities, assessment of their competitiveness.

SC14. Ability to analyze in depth problems and phenomena in one or more professional areas, taking into account economic risks and possible socio-economic consequences.

SC17. Have methods, techniques and tools for assessing the results of the functioning and development of economic systems at the micro, meso, macro levels.

SC20. Be able to coordinate actions and control the process of formation and use of all types of resources and the production process at the enterprise in different areas of the enterprise.

SC22. Implement in the production system and enterprise management system developed measures and design solutions to improve the efficiency of the enterprise in conditions of uncertainty and risk.

SC27. Ability to prepare information, choose the type of model, calculate its parameters and assess adequacy.

SC30. Ability to calculate the economic efficiency of projects, evaluate alternatives taking into account risks.

SC31. The ability to formulate management decisions, evaluate and choose their alternatives”, think creatively.

PLO5. Apply analytical and methodological tools to substantiate proposals and make management decisions by various economic agents (individuals, households, enterprises and public authorities).

PLO6. Use professional reasoning to convey information, ideas, problems and ways to solve them to professionals and non-specialists in the field of economic activity.

PLO8. Explain the models of socio-economic phenomena in terms of fundamental principles and knowledge based on an understanding of the main directions of development of economics.

PLO9. To analyze the functioning and development of economic entities, to determine the functional areas, to calculate the relevant indicators that characterize the effectiveness of their activities.

PLO11. Identify sources and understand the methodology for determining and methods of obtaining socio-economic data, collect and analyze the necessary information, calculate

economic and social indicators.

PLO15. Use information and communication technologies to solve socio-economic problems, prepare and present analytical reports.

PLO16. Be able to think abstractly, apply analysis and synthesis to identify key characteristics of economic systems at different levels, as well as the behavior of their subjects.

PLO17. Demonstrate flexibility and adaptability in new situations, in working with new objects, and in uncertain conditions.

PLO19. Be able to independently identify economic problems in the analysis of specific situations, to suggest ways to solve them.

PLO20. To form and evaluate indicators of efficiency of activity of the enterprises and establishments taking into account factors of external and internal environment.

PLO21. Be able to develop optimal plans for the enterprise as a whole and its individual units.

PLO22. Establish economic links between the elements of the enterprise management system, have the technology of integrated management of material, information and financial flows of the enterprise.

PLO23. Assess possible risks, socio-economic consequences of management decisions.

PLO26. Be able to assess the level of economic security of the business, examine the dynamics of market conditions and summarize the development of situations in order to ensure the competitiveness of the enterprise

PLO31. Master the skills of oral and written professional communication in state and foreign languages.

PLO32. Demonstrate basic skills of creative and critical thinking in research and professional communication.

PLO33. Ability to organize and conduct conferences, round tables, seminars, etc. in native and foreign languages.

PLO34. Be able to use communication technologies to maintain harmonious business and personal contacts as a prerequisite for business success.

PLO36. Ability to present and discuss the results obtained and transfer the acquired knowledge.

PLO40. Demonstrate high social responsibility and adherence to the principles of academic integrity.

PLO42. Ability to adapt to new conditions, make decisions independently and initiate original research and innovation complex projects.

Contents

TOPIC 1. The essence, functions and approaches to developing a business model of an enterprise

TOPIC 2. Major elements of a business model

TOPIC 3. Blue ocean strategy and the concept of business modeling

TOPIC 4. Consumer priorities as a basic element of the enterprise business model

TOPIC 5. Resource support for a business model of the enterprise

TOPIC 6. Synergistic effect in business modeling

TOPIC 7. Key competencies and business processes of the enterprise

TOPIC 8. Modern technology of business portfolio analysis

TOPIC 9. Financial profile of a business model and its strategic analysis.

TOPIC 10. The life cycle of a company's business model: formation, development and transformation

Exemplary Literature

Primary

1. Osterwalder A. Building business models: Desktop book strategist and innovator / A. Osterwalder Yves Pien; Transl. from English - Alpina Publisher, 2011. - 288 p.

2. Redchenko K.I. Strategic analysis in business: Textbook. / K.I. Redchenko. - 2nd edition, add. - Lviv: "New World - 2000", 2003. - 272 p.

3. Business Process Reengineering: A Practical Guide: transl. from English / M. Robson, F. Ullah. - M.: UNITI - DANA, 2003. - 222 p.

4. Slyvotsky A. Migration of capital: How to plan a few steps ahead of its competitors: Transl. from English.- K .: Univ. Pulsari Publishing House, 2001.-296 p.
5. Thompson Yung. A.A, Strickland A.J. Strategic Management: Situation Concepts for Analysis, 12th Edition: Transl. from English - Moscow: Williams Publishing House, 2005. - 928 p.
6. Chesbro G. Open business models. IP - management / Transl. from English - M .: Pokolenye, 2008. - 352 p.

Supplementary

1. Kalyanov G.N. Theory and practice of business process reorganization, M .: "Sinteg", 2000 – 223 p.
2. 7 notes of management. Desktop book of the head [Text]. Ed. 7 ed, redone. and add. / Ed. V.V. Kondrateva. - M .: Eksmo, 2008. -396 p.
3. Process Management [Text] / Translated from German. Ed. J. Becker, L. Vilkova, V. Taratukhin, M. Cutler, M. Rosemann. - M .: Eksmo, 2007.- 448 p.

Web resources

1. Kotelnikov V. New business models of the model for the new economy // Website: http://www.cecsi.ru/coach/business_model_new.html
2. Analysis and reengineering of business processes [Electronic resource] // Mode access: www.CALS.ru
3. <http://www.das-management.info/> - Journal of DAS-management
4. <http://www.cfin.ru/> - Journal of corporate management
5. Official site of the Vernadsky National Library of Ukraine [Electronic resource] // Access mode: <http://www.nbu.gov.ua>
6. Official website of the European Science Foundation [Electronic resource] // Access mode: <<http://www.esf.org/>>