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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Autonomous Educational Institution of Higher Education
"MOSCOW POLYTECHNIC UNIVERSITY

Faculty of Economics and Management,
Department of Management

METHODOLOGICAL INSTRUCTIONS FOR THE COURSE WORK

in the discipline

"Entrepreneurship."

Direction of training

38.03.02 - "Management"

Profile: "Business Process Management"

Graduate qualification (degree)

Bachelor's degree

Form of training

Part-time

Moscow 2025

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Introduction

Methodical recommendations on the implementation of coursework in the discipline "Entrepreneurship" are designed for students in the direction of training 38.03.02 "Management", educational program "Business Process Management".

The methodological recommendations contain the main requirements for the content and design of term papers, provided by the curriculum for the direction of training 38.03.02
"Management", profile "Business Process Management".

Coursework in the discipline of "Entrepreneurship" is an independent educational scientific and methodical work of the student, carried out under the guidance of the teacher, and involves in-depth study of students of individual problems of business management.

In completing the coursework, the student must demonstrate the following abilities:

- to set up a task on your own;
- assess its relevance, collect and summarize the material on the selected subject;
- develop and argue their own version of the solution to the problem at hand
Problems;
- develop and logically justify conclusions and proposals. The coursework must meet the following requirements:
- be performed at a sufficient theoretical level;
- contain elements of scientific research and be carried out on a relevant topic;
- have a clear structure and logical sequence in the presentation of the material;
- contain persuasive argumentation, for for which вIt is recommended to use illustrative material in the text;
- culminate in evidentiary findings.

Coursework is performed on the materials of a specific organization, including small businesses.

1. Purpose and objectives of the course work

The discipline "Entrepreneurship" belongs to the variant part of disciplines of the curriculum of training of bachelors in the direction of training 38.03.02 "Management", profile "Management of business processes".

Execution of the course work has the following goals and objectives:

- expand, systematize and consolidate knowledge on the discipline "Entrepreneurship."

- to teach to present the content of issues in an economically competent language using scientific terminology of the discipline;
- to impart skills of independent search, selection and systematization of scientific and reference literary material, regulatory and legal documentation, editions published in periodicals, etc..;
- to reveal students' abilities to scientific work, to instill elements of research work;
- to develop the ability to link theoretical provisions with the conditions of modern practice of organizing entrepreneurial activity;
- to teach to justify the relevance and significance of the chosen research topic;
- to expand the understanding of modern problems of management of entrepreneurial structures, ways and approaches to their solution in the conditions of market economy;
- master the skills of independent analysis of problems of organization of entrepreneurial activity, choice and justification of decisions;
- learn summarize findings findings и form concise conclusions and recommendations;
- formation of necessary competences for the purpose of independent organization of research work;
- to prepare students for independent work on the final qualification work.

Note that when writing a term paper must comply with the condition of compliance with the level of disclosure of the selected topic of research to the current level of scientific developments, methodological provisions and recommendations reflected in the current special educational, scientific and reference literature.

2. Basic requirements for a term paper

Coursework should be done by the student independently on the basis of in-depth study of scientific and methodological literature on management problems. When writing a term paper, the student should first of all study and use the regulatory framework governing the process of entrepreneurial activity in the Russian Federation. It is also recommended to use the materials of management activities of organizations of various organizational and legal forms, in particular, the experience of domestic and foreign industrial enterprises, financial institutions, etc.

Coursework should demonstrate the student's ability to work sliterature, make independent conclusions, analyze and summarize statistical information and other materials of industrial and economic activity of the organization,

justify their own point of view on the problem under study, find ways to solve problems.

When writing term papers, students are recommended to use materials published in periodicals, certain sources on the Internet, where the basics of management theory as a science, as well as basic principles and concepts of management of organizations are presented in detail and in the most accessible way. The information resources of the network present both theoretical and practical aspects of entrepreneurial activity taking into account the realities of modernity, with enough sources that pay special attention to the situational nature of management, which is becoming increasingly important, given the constant changes in the modern business environment of entrepreneurship. There is also a large number of encyclopedic dictionaries and glossaries available online.

In the process of work the student should apply the methodology of system and complex approaches, widely use the arsenal of modern methods of analysis of problems of organization management. When disclosing the topic, it is necessary to follow the logical sequence of presentation of the material.

The text of the term paper may be accompanied by schemes, graphs, charts, diagrams, tables, drawings and other illustrative material. The number of illustrations is determined by the content of the work at the discretion of the student. The supervisor has the right at the stage of preparation of the term paper to recommend the student to allocate separate information blocks as annexes to the main text.

3. Structure and content of the course work

Coursework should include the following elements: title page; abstract; content; introduction; main part (3 sections); conclusion; list of literature and sources; appendix (i).

The cover page should be made in accordance with the requirements of the Department of "Management" of the Federal State Educational Institution of Higher Education "Moscow Polytechnic University" (Appendix 1).

The introduction defines the object and subject of research, formulates the goals and objectives of the course work, defines the methods of research, describes the structure of the work.

The content of the work should be extended, consisting of several sections, which, in turn, include a number of paragraphs. Opposite to the right of the names of sections and paragraphs should be marked corresponding to the sections page numbers in the text.

In the introduction it is necessary to characterize the relevance and significance of the selected topic, the coverage of the research topic in the works of domestic and foreign authors.

In the main body of the paper, which should be broken down into several

chapters (as a rule - 3), different points of view on the problem under consideration are presented, the author's own point of view on the problem under study is substantiated, statistical material is analyzed, problems and (or) directions of development of a specific object or specific situations are defined.

The range of issues considered in the work is determined by the goal and the nature of the problem under study. The author's proposals can be both theoretical and methodological, and practical orientation, which is predetermined by the purpose of the study and the availability of materials that the student has when writing a term paper.

The first section presents theoretical and methodological issues of the selected topic, conceptual apparatus with obligatory references to the literary sources used.

The second section contains the characteristic of the object of research (enterprise, institution), analysis of indicators of dynamics of development of the object of research (necessarily for the last three years) in the studied sphere.

The third section considers the problems and (or) directions of development of the object under study from the standpoint of the selected research topic.

The questions of the topic should be disclosed in clearly formulated phrases, making references to literary sources and statistical data. Titles of sections should be titled in accordance with the questions of the plan. It is not allowed to abbreviate words, except for common abbreviations.

The main part of the paper should include a description of specific practical situations that illustrate the theoretical arguments presented by the author.

The conclusion summarizes the results of the study, formulates the main results reflecting the essence of the work carried out, draws conclusions about the degree of achievement of the goals and objectives defined in the introduction.

The list of literature and sources indicates the sources used in writing the term paper, including both scientific and academic literature, as well as periodical printed publications, Internet materials.

Appendices are drawn up if necessary, so as not to load the main text of the course work with a large amount of illustrative material.

4. Deadlines and procedure for completing the coursework

The calendar terms of course work execution are provided by the curriculum of the educational program in the direction of training 38.03.02 " Management", profile " Business Management".

processes". Work on the course work consists of the following stages:

1. Selection and approval of the topic of the term paper. The student independently chooses the topic of the term paper from the list of topics approved by the department. This list is brought to the attention of students by the teacher - supervisor of term papers. It is not allowed to perform a term paper on the same topic by students of the same study group.

2. Selection and analysis of literature, drafting a plan of the term paper, its coordination and approval. Having studied the required number of literary sources, the student makes a draft plan of the term paper, where the reference points reflecting the content, logic, sequence of presentation are determined. The plan is agreed and approved by the supervisor. Only then the student can start writing the work.

3. Writing a term paper. The student consults with the supervisor in the course of the term paper, refines its plan, receives recommendations on the use of literature, discusses the most difficult issues. The supervisor monitors the progress of writing the work.

5. Rules of course work design

Coursework should be designed in accordance with the standards of design of coursework.

Correctness, neatness of design of the term paper is a prerequisite for its execution and is taken into account when evaluating the work.

6. Verification and defense of coursework

Completed and fully executed coursework is signed by the student and submitted to the supervisor for review within the established deadlines.

The supervisor checks the term paper and, subject to the completed design and a positive assessment of the content, allows the work for defense.

The work that does not meet the established requirements is returned for revision, taking into account the comments made and resubmitted to the department.

The finished coursework is submitted to the department in a stitched form (the review of the supervisor is not stitched, but is inserted in the coursework).

B in case of non-admission term paper term paper к defense, the supervisor of the term paper (project) shall mark in the examination form a student with an unsatisfactory grade.

The defense of coursework is held on a specific day set in the schedule.

At the defense of the student must show knowledge and be able to answer questions on the topic of the term paper, as well as on the comments contained in the review of the supervisor.

The defense of coursework is held in the form of a report and presentation to it. The author of the coursework is given 5-10 minutes to express the main points, after which he is asked questions on the merits of the work.

The results of performance and defense of the course work are evaluated by differentiated mark ("excellent", "good", The mark "satisfactory"), which is recorded in the statement and the student's passbook. The mark "unsatisfactory" is put in the pass/fail record.

Table 1 presents the criteria for evaluating the term paper.

Table 1 - Evaluation of performance and defense of the term paper

4-point scale (mastery level)	Indicators	Criteria
That's great. (advanced level)	1. Completeness of the coursework; 2. Timeliness of coursework preparation; 3. Consistency of presentation of material; 4. Independence in the execution of coursework; 5. Argumentation and logic presentation of the material; 6. Completeness of use scientific sources	The student has fully disclosed the topic of the coursework. The coursework is completed by the student independently and in a timely manner. When performing the task, the student uses scientific literature on the research problem. The text contains references to relevant sources of literature. The student has formulated his/her own conclusions on the problem posed. Presentation material logical, consistent and reasoned. The student in the course of defense presented complete and detailed answers to the questions posed. The coursework is designed in accordance with the standard.
All right. (basic level)	of literature; 7. Completeness of answers to questions in the defense; 8. Formalization of the course work	The student has not fully disclosed the topic of the coursework; made minor errors.The coursework is completed by the student independently and in a timely manner. When preparing a term paper, the student uses scientific literature on the research problem. The text contains references to relevant sources of literature Student formulated his own conclusions on the problem. The presentation of the material is logical, consistent and argued.

		The student during the defense presented complete and detailed answers to the questions posed, but there is a slight inaccuracy in the answer. The coursework is generally designed in accordance with the standard, but there may be minor comments on the the design.
Satisfactory (threshold level)		The student has not fully disclosed the topic of the term paper, there is a sufficient number of non-substantive or one or two significant errors. The coursework is done by the student independently. When writing a term paper, the student uses scientific literature on the research problem. The text contains references to relevant sources of literature. The student formulated conclusions on the problem. Consistency and logicality of the presentation of the material is broken. The student in the course of defense gave answers, indicating mainly knowledge of the main issues of the topic with insufficient depth and completeness. The coursework is designed in general in accordance with the standard, however there may be inaccuracies in the layout.
Unsatisfactory (level not formed)		The student has not disclosed the topic of the term paper, there is a sufficient number of significant errors. The student gave incorrect answers during the defense. Coursework the work is not designed according to the standard.

A student who fails to submit a term paper within the established deadline or fails to defend it for an unjustified reason is considered to have an academic debt and must eliminate it in accordance with the established procedure.

7. Approximate topics of term papers on the discipline "Entrepreneurship."

1. Human resource management in entrepreneurial activities.
2. Entrepreneurial Planning.
3. Control and coordination in business activities.
4. Organization of entrepreneurial activities.
5. Management motivation personnel in entrepreneurial

activities.

6. The role of marketing in entrepreneurial activity.
7. Managing the culture of entrepreneurial organizations.
8. Methods of assessing the efficiency of entrepreneurial activity.
9. Leasing operations in entrepreneurial activity.
10. Social responsibility and ethics in business activities.
11. Economic methods in entrepreneurial activity.
12. Management organizational changes in entrepreneurial endeavors.
13. Management of innovation processes in entrepreneurial activity.
14. Social-psychological methods в Management of entrepreneurial organizations.
15. Improving the efficiency of entrepreneurial activity.
16. Management of productive entrepreneurship
17. Commercial enterprise management.
18. Financial Entrepreneurship Management
19. Management of consultative entrepreneurship
20. Business planning in entrepreneurship.
21. Production plan in entrepreneurial activities.
22. A financial plan in entrepreneurship.
23. Entrepreneurial risk management.
24. Enterprise investment strategy.
25. The use of controlling mechanism in entrepreneurial activity.
26. Strategic plan of enterprise development as a basis for increasing competitiveness.
27. Modern technologies management entrepreneurial activity.
28. Business planning as a tool for the development of new directions of activity of entrepreneurial organizations.
29. Identification of new market opportunities and formation of new business models.

8. Educational, methodical and informational support of the discipline

Primary Literature:

1. Kuzmina, E. E. Organization of entrepreneurial activity : textbook for universities / E. E. Kuzmina. - 4th ed., revision and supplement. - Moscow : Yurait Publishing House, 2022. - 455 c. - (Higher education). - ISBN 978-5-534-14024-8. - Text : electronic // Educational platform Yurait [website]. - URL: https://urait.ru/bcode/488831
2. Kuptsova, E. V. Business planning: textbook and practice for universities / E. V. Kuptsova, A. A. Stepanov. - Moscow: Yurait Publishing House, 2023. - 435 c. - (Higher Education). - ISBN 978-5-9916-8377-7. - Text : electronic // Educational platform Yurait [website]. - URL: https://urait.ru/bcode/511225

Supplementary Literature:

1. Kalyuzhnova, N. Y. Social entrepreneurship : textbook for universities / N. Y. Kalyuzhnova, E. P. Ogarkova, M. A. Osipov ; edited by N. Y. Kalyuzhnova. - Moscow : Yurait Publishing House, 2022. - 114 c. - (Higher Education). - ISBN 978-5-5-534-11478-2. - Text : electronic // Yurait Educational Platform [website]. - URL: https://urait.ru/bcode/495798

Internet resources

1) http://www.gov.ru Server of governmental authorities of the Russian Federation.
2) http://www.mos.ru Official server of the Moscow City Government.
3) http://www.minfin.ru Ministry of Finance of the Russian Federation.
4) http://www.gks.ru Federal State Statistics Service.
5) http://www.rg.ru Rossiyskaya Gazeta.
6) http://www.prime-tass.ru PRIME-TASSAgency for Economic Information.
7. http://www.fa.ru/dep/cko/msq/Pages/default.aspx / International quality standards.
8. http://www.consultant.ru / SPS Consultant Plus.
9. http://www.garant.ru / JSS Garant.
7) http://www.rbc.ru RBC (RosBusinessConsulting).
8) http://www.businesspress.ru Business Press.
9) http://www.ereport.ru World Economy.
10) http://uisrussia.msu.ru University information University Information System of Russia.
11) http://www.forecast.ru CMACP (Center for Macroeconomic Analysis and Short-Term Forecasting).
12) http://www.cfin.ru Corporate Management.
13) http://www.fin-izdat.ru Finance and Credit Publishing House
14) http://economist.com.ru The Economist Intelligence Journal.
15) http://www.vopreco.ru Journal "Voprosy ekonomiki".
16) http://www.mevriz.ru Journal "Management in Russia and Abroad"
17) http://systems-analysis.ru/ Systems Analysis Laboratory

18) https://gtmarket.ru/concepts/7111 Systems Analysis
19) http://minpromtorg.gov.ru/ Ministry of Industry and Trade of the Russian Federation.

Appendix 1 - A sample of registration of the title page of the course work:

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF HIGHER EDUCATION
"Moscow Polytechnic University"

Faculty of Economics and Management,
Department of Management

COURSEWORK
in the discipline
"Entrepreneurship" on the

topic:

"Business Planning."

Performed by:
student(s) of FEU group
NAME.
Research Supervisor:
Candidate of Economic Sciences,
Associate Professor.

Moscow 2025