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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

GUIDELINES FOR IMPLEMENTATION TERM PAPER

by the discipline
"Entrepreneurship"

Direction of training
38.03.02 – "Management"
Profile: "Business process management"

Qualification (degree) of the graduate
Bachelor

Form of training
Part - time

Moscow 2023

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Introduction

Methodological recommendations for completing coursework in the discipline “Entrepreneurship” are intended for students in the field of study 38.03.02 “Management”, educational program “Business Process Management”.

The methodological recommendations contain the basic requirements for the content and design of coursework provided for by the curriculum in the field of study 38.03.02 “Management”, educational program “Business Process Management”.

Course work in the discipline “Entrepreneurship” is an independent educational scientific and methodological work of the student, carried out under the guidance of a teacher, and involves in-depth study by students of individual problems of business management.

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

- independently set the task;
- assess its relevance, collect and summarize material for the selected topic;
- develop and argue your own solution to the problem;
- develop and logically justify conclusions and proposals. Coursework must meet the following requirements:
- be performed at a sufficient theoretical level;
- contain elements of scientific research and be carried out on a current topic;
- have a clear structure and logical sequence in the presentation of the material;
- contain convincing argumentation, for which it is recommended to use illustrative material in the text;
- end with evidence-based conclusions.

Course work is carried out on materials of a specific organization, including small businesses.

1. Purpose and objectives of the course work

The discipline "Entrepreneurship" belongs to the variable part of the disciplines of the curriculum for bachelor's training in the direction of training 38.03.02 "Management", educational program "Business Process Management".

Completing coursework pursues the following goals and objectives:

- expand, systematize and consolidate knowledge in the discipline “Entrepreneurship”;
- teach how to present the content of issues in economically literate language using the scientific terminology of the discipline;
- to instill the skills of independent search, selection and systematization of scientific and reference literary material, regulatory documentation, publications published in periodicals, etc.;
- identify students’ abilities for scientific work, instill elements of research work;

- develop the ability to connect theoretical principles with the conditions of modern practice of organizing business activities;
- teach to justify the relevance and significance of the chosen research topic;
- expand the understanding of modern problems of managing business structures, ways and approaches to solving them in a market economy;
- master the skills of independent analysis of problems in organizing business activities, selection and justification of decisions;
- learn to summarize the results obtained and form concise conclusions and recommendations;
- formation of necessary competencies for the purpose of independent organization of research work;
- prepare students for independent work on their final qualifying work.

Let us note that when writing a term paper, the condition must be met that the level of disclosure of the chosen research topic corresponds to the current level of scientific developments, methodological provisions and recommendations reflected in current specialized educational, scientific and reference literature.

2. Basic requirements for course work

Course work must be completed by the student independently based on an in-depth study of scientific and methodological literature on management problems. When writing a course work, a student first of all needs to study and use the regulatory framework governing the process of entrepreneurial activity in the Russian Federation. It is also recommended to use materials from the management activities of organizations of various organizational and legal forms, in particular, the experience of domestic and foreign industrial enterprises, financial institutions, etc.

The course work must demonstrate the student's ability to work with literature, draw independent conclusions, analyze and summarize statistical information and other materials of the organization's production and economic activities, justify their own point of view on the problem being studied, and find ways to solve problems.

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

In the process of work, the student must apply the methodology of systematic and integrated approaches, make wide use of an arsenal of modern methods for analyzing problems of managing an organization. When revealing a topic, it is necessary to follow the logical sequence of presentation of the material.

The text of the course work may be accompanied by diagrams, graphs, 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. At the stage of preparing the course work, the supervisor has the right to recommend that the student highlight individual information blocks as appendices to the main text.

3. Structure and content of course work

Coursework must include the following elements: title page; abstract; content; introduction; main part (3 sections); conclusion; list of references and sources; application(s).

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

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

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

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

The main part of the work, which should be divided into several chapters (usually 3), presents different points of view on the problem under consideration, substantiates the author’s own point of view on the problem under study, analyzes statistical material, identifies problems and (or) directions for the development of a particular object or specific situations.

The range of issues considered in the work is determined by the goal set and the nature of the problem being studied. The author's proposals can have both a theoretical-methodological and practical orientation, which is determined by the purpose of the research and the availability of the materials that the student has when writing a course work.

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

The second section contains a description of the research object (enterprise,

institution), an analysis of indicators of the dynamics of development of the research object (required for the last three years) in the field under study.

The third section examines the problems and (or) directions of development of the object under study from the perspective of the chosen research topic.

The topic needs to be addressed in clearly formulated phrases, making reference to literary sources and statistical data. The names of the sections must be titled in accordance with the issues of the plan. Abbreviations of words other than generally accepted abbreviations are not allowed.

The main part of the work should contain a description of specific practical situations illustrating the theoretical arguments presented by the author.

In conclusion, the results of the study are summarized, the main results are formulated, reflecting the essence of the work carried out, and conclusions are drawn about the degree of achievement of the goals and objectives defined in the introduction.

The list of references and sources indicates the sources used when writing the course work, including both scientific and educational literature, and periodicals, and Internet materials.

Applications are prepared 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 coursework

Calendar deadlines for completing course work are provided for by the curriculum of the educational program in the direction of training 03/38/02 “Management”, educational program “Business Process Management”. Work on the course work consists of the following stages:

1. Selecting and agreeing on the topic of the course work. The student independently selects the topic of the course work from the list of topics approved by the department. This list is brought to the attention of students by the teacher - the supervisor of coursework. It is not allowed to complete course work on the same topic by students of the same study group.
2. Selection and analysis of literature, drawing up a plan for course work, its coordination and approval. Having studied the required number of literary sources, the student draws up a draft plan for the course work, where the supporting points are determined, reflecting the content, logic, and sequence of presentation. The plan is agreed upon and approved by the supervisor. Only after this can the student begin writing the work.
3. Writing a term paper. The student consults with the supervisor during the coursework, clarifies its plan, receives recommendations on the use of literature, and discusses the most complex issues. The supervisor controls the progress of writing the work.

5. Rules for completing coursework

Coursework must be formatted in accordance with coursework design standards.

Correctness and accuracy of coursework design are a prerequisite for its completion and are taken into account when assessing the work.

6. Review and defense of coursework

The completed and fully completed course work is signed by the student and submitted to the supervisor for review within the established time frame.

The supervisor checks the course work and, subject to complete completion and a positive assessment of the content, allows the work to be defended.

Work that does not meet the established requirements is returned for revision, taking into account the comments made, and is re-submitted to the department.

The finished course work is submitted to the department in bound form (the supervisor's review is not bound, but included in the course work).

If the course work is not allowed to be defended, the director of the course work (project) gives the student an unsatisfactory grade on the examination sheet.

Defense of coursework is carried out on a certain day established in the schedule.

When defending, the student must demonstrate knowledge and be able to answer questions on the topic of the course work, as well as comments contained in the supervisor's review.

Defense of coursework takes place in the form of a report and presentation for it. The author of the course work is given 5-10 minutes to express the main points, after which he is asked questions about the essence of the work.

The results of completing and defending coursework are assessed with a differentiated mark ("excellent", "good", "satisfactory"), which is recorded in the student's transcript and grade book. The mark "unsatisfactory" is affixed to the test and examination sheet.

Table 1 presents the evaluation criteria for course work.

Table 1 – Evaluation of completion and defense of course work

4-point scale (mastery level)	Indicators	Criteria
Excellent (advanced level)	1. Completeness of coursework; 2. Timeliness preparing coursework; 3. Subsequence presentation of the material; 4. Independence completing coursework; 5. Reasoned and logical presentation of the	The student fully covered the topic of the course work. The course work was completed by the student independently and in a timely manner. When completing the assignment, the student uses scientific literature on the research problem. The text contains links to relevant literature sources. The student formulated his own conclusions on the problem posed. The presentation of the material is logical, consistent and well-reasoned.

	material; Complete use of scientific sources literature;	During the defense, the student presented complete and detailed answers to the questions posed. Coursework is designed in accordance with the standard.
Fine (basic level)	6. Completeness of answers to questions during defense; 7. Design course work	The student did not fully disclose the topic of the course work; made minor mistakes. The course work was completed by the student independently and in a timely manner. When preparing coursework, the student uses scientific literature on the research problem. The text contains links to relevant literature sources. The student formulated his own conclusions on the problem posed. The presentation of the material is logical, consistent and well-reasoned. During the defense, the student presented complete and detailed answers to the questions posed, but there is a slight inaccuracy in the answer. The course work as a whole is designed in accordance with the standard, but there may be minor comments on the design.
Satisfactorily (threshold level)		The student has not fully covered the topic of the course work; there are a sufficient number of insignificant or one or two significant errors. The course work was completed by the student independently. When writing a course work, the student uses scientific literature on the research problem. The text contains links to relevant literature sources. The student formulated conclusions on the problem posed. The presentation of the material lacks consistency and logic. During the defense, the student gave answers that mainly indicate knowledge of the main issues of the topic with insufficient depth and completeness. The course work is generally designed in accordance with the standard, but there may be inaccuracies in the design.
Unsatisfactory (level not formed)		The student did not disclose the topic of the course work; there are a sufficient number of significant errors. During the defense, the student gave incorrect answers. The coursework is not designed according to the standard.

A student who fails to submit coursework within the prescribed time limit or fails to defend it for an unexcused reason is considered to have academic debt and must liquidate it in the prescribed manner.

7. Approximate topics of coursework in the discipline "Entrepreneurship"

1. Personnel management in business activities.
2. Business planning.
3. Control and coordination in business activities.
4. Organization of business activities.
5. Management of personnel motivation in business activities.
6. The role of marketing in entrepreneurial activity.
7. Managing the culture of entrepreneurial organizations.
8. Methods for assessing the effectiveness of business activities.
9. Leasing operations in business activities.
10. Social responsibility and ethics in business.
11. Economic methods in business activities.
12. Management of organizational changes in business activities.
13. Management of innovation processes in business activities.
14. Socio-psychological methods in the management of entrepreneurial organizations.
15. Increasing the efficiency of business activities.
16. Manufacturing Entrepreneurship Management
17. Business management.
18. Financial Entrepreneurship Management
19. Management of consultative entrepreneurship
20. Business planning in entrepreneurship.
21. Production plan for business activities.
22. Financial plan for business activities.
23. Business risk management.
24. Investment strategy of the enterprise.
25. Using the controlling mechanism in business activities.
26. Strategic enterprise development plan as the basis for increasing competitiveness.
27. Modern technologies for business management.
28. Business planning as a tool for the development of new areas of activity of business organizations.
29. Identification of new market opportunities and formation of new business models.

8. Educational, methodological and information support of the discipline

Main literature:

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

Additional literature:

1. Kalyuzhnova, N. Ya. Social entrepreneurship: a textbook for universities / N. Ya. Kalyuzhnova, E. P. Ogarkova, M. A. Osipov; edited by N. Ya. Kalyuzhnova. - Moscow: Yurayt Publishing House, 2022. - 114 p. - (Higher education). — ISBN 978-5-534-11478-2. — Text: electronic // Educational platform Urayt [website]. — URL:https://urait.ru/bcode/495798

Internet resources

1) http://www.gov.ruServer of government authorities of the Russian Federation.
2) http://www.mos.ruOfficial server of the Moscow Government.
3) http://www.minfin.ruMinistry of Finance of the Russian Federation.
4) http://www.gks.ruFederal State Statistics Service.
5) http://www.rg.ruRussian newspaper.
6) http://www.prime-tass.ruPRIME-TASS Economic Information Agency.
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/ SPS Garant.
7) http://www.rbc.ruRBC (RosBusinessConsulting).
8) http://www.businesspress.ruBusiness press.
9) http://www.ereport.ruWorld economy.
10) http://uisrussia.msu.ruUniversity information system of Russia.
11) http://www.forecast.ruTsMAKP (Center for Macroeconomic Analysis and Short-Term Forecasting).
12) http://www.cfin.ruCorporate management.
13) http://www.fin-izdat.ruPublishing house "Finance and Credit"
14) http://economist.com.ruThe Economist magazine.
15) http://www.vopreco.ruJournal "Economic Issues".
16) http://www.mevriz.ruMagazine "Management in Russia and Abroad"
17) http://systems-analysis.ru/Laboratory of Systems Analysis
18) https://gtmarket.ru/concepts/7111System analysis
19) http://minpromtorg.gov.ru/Ministry of Industry and Trade of the Russian Federation.

Appendix 1 - Sample design 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"

Term paper
by the discipline
"Entrepreneurship"

on the topic of:

"Business planning"

Completed (a):
student (ka) of the FEU
groups
Full name
Scientific supervisor:
Ph.D. in Economics Assoc.

Moscow
2023