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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"

(Moscow Poly)

APPROVE
Vice-President
for International Affairs
/Yu.D. Davydova/
"30" 05 2022

Dean,
Faculty of Economics and Management
/A.V. Nazarenko/
"30" 05 2022

WORKING PROGRAM OF THE DISCIPLINE

"Small and Medium-sized Businesses Management"

Field of study
38.03.02 Management

Educational program (profile)
"Business Process Management"

Qualification (degree)
Bachelor

Form of study
Part-time

Moscow 2022

1. The goals of mastering the discipline

primary goal mastering the discipline "Management of small and medium-sized businesses" - the acquisition by students of complex knowledge, skills and the formation of competencies in the field of organizational and economic mechanism for the functioning of small businesses.

To **main tasks** discipline "Management of small and medium-sized businesses" should include the development of knowledge by students in the following areas:

- the content of the concept of "entrepreneurship" and the history of its development;
- socio-psychological characteristics of the entrepreneur's personality;
- principles and technology of small business creation;
- principles and technology of small business management.

2. The place of the discipline in the structure of the bachelor's program

The discipline "Management of small and medium-sized businesses" is one of the elective disciplines (B1.2.ED) of the bachelor's degree program.

The discipline "Management of small and medium-sized businesses" is interconnected logically and content-methodically with the following disciplines and practices of the EP:

- Management in industries and fields of activity;
- Management of innovative business processes;
- Management and evaluation of the effectiveness of business processes;
- Perspective management.

3.The list of planned learning outcomes for the discipline (module), correlated with the planned results of mastering the educational program.

As a result of mastering the discipline, students form the following competence and the following learning outcomes should be achieved as a stage in the formation of the relevant competence:

Competency code	As a result of mastering the educational program, the student must have	List of planned learning outcomes by discipline
PC-6	Able to form possible solutions based on the target indicators developed for them, as well as to analyze, justify and select	**know:** - the main trends in the development of small forms of entrepreneurship; **be able to:** - collect, summarize and analyze the necessary

	solutions	economic information, including the results of the latest research by domestic and foreign economists on the problems of creating and managing a small business; **own:** - categorical and lexical apparatus of economic sciences at the level of knowledge and free use.

4. Structure and content of the discipline

Part-time education:

The total labor intensity of the discipline is 3 credit units, i.e. 108 academic hours (of which 72 hours are independent work of students).

Sections of the discipline "Management of small and medium-sized businesses" are studied in the third year.

Fifth semester:lectures - 18 hours, seminars - 18 hours, form of control - test.

The structure and content of the discipline "Management of small and medium-sized businesses" in terms of terms and types of work are reflected in the appendix.

The content of the sections of the discipline

Topic 1 History of development, concept and essence of small and medium-sized businesses

Small and medium business is a key basic component of the market economy, and also represents one of the most promising forms of production and economic relations. The main areas of functioning of small and medium-sized businesses include, first of all, wholesale and retail trade, transport, public catering, consulting, construction and agriculture. Small and medium-sized businesses not only perform the key functions of a manufacturer of consumer goods, but also play an important role as an agent of market relations, as well as an employer and taxpayer.

Possessing the necessary mobility and adaptability in market conditions, small and medium-sized businesses can significantly strengthen the economic stability of both individual regions and entire regions of our country.

Topic2 Modern forms of organization of small and medium-sized businesses

Small enterprises, like any other, are formed primarily in accordance with federal laws, as well as other legislative and regulatory legal acts.

The activities of small and medium-sized businesses have many varieties and can be classified according to several criteria, such as purpose and type, functions, size, legal and organizational and economic forms, forms of ownership, etc.

With regard to the form of ownership and the number of owners, from this point of view, small and medium-sized businesses are divided into both private and public, and collective and individual. In terms of organizational and legal forms, there are both

commercial and non-commercial small and medium-sized enterprises. The most widespread organizational and legal forms of small business are production cooperatives, as well as business companies and partnerships.

Topic3 Modern problems, trends and prospects for the development of small and medium-sized businesses

The pace of development of small and medium-sized businesses in the Russian Federation is relatively low compared to countries with highly developed market economies. At the same time, the functioning of small and medium-sized businesses in Russia is influenced by both internal factors, which are determined primarily by the state of the small and medium-sized businesses themselves, and external ones, which depend on the internal economic situation, the political situation, government support for small businesses, etc.

The peculiarity of small and medium-sized businesses is that they operate in the local market, which, unlike the markets of large enterprises, is characterized by a much higher degree of uncertainty. Also, small businesses are characterized by a stronger subordination in the system of state relations compared to large businesses.

Small businesses have significantly more risks in the process of implementing projects and introducing innovative technologies. Increasing rents for premises and equipment, as well as high taxes and a lack of capital risk capital, also have a strong impact on its operations. In addition, the development of small businesses is negatively affected by: the underdevelopment of the production infrastructure, the weakness of the information base and the lack of specialized equipment.

Topic 4 Innovation potential of small and medium-sized businesses

Small business makes a significant contribution to the economic stability of our country, and also plays an important role in increasing the competitiveness of Russia in the field of scientific and technological progress.

The innovative potential of small and medium-sized businesses is determined by the fact that small and medium-sized enterprises are actively involved in scientific and production and research developments. Small firms are much more successful in unpromising industries and are more willing to engage in risky developments. The implementation process in small businesses is much faster, they quickly establish mass production. The latter is explained by more effective teamwork, which is due to a small number of employees united by common goals and objectives.

The central problem for the development of small and medium-sized enterprises is attracting investments, which is especially important for science-intensive industries and modern innovative developments that require significant investments at the design stage and the creation of experimental versions of innovative technologies and products.

Theme 5 Risk, reliability and adaptability of small and medium-sized businesses

In a market economy, risk is one of the key elements of business. This is also stated in the Civil Code of the Russian Federation, which states that businessmen carry out their activities at their own peril and risk.

Business risks depend on many factors. The risks arising in the field of entrepreneurial activity can be divided into: production, related to the implementation of the company's immediate tasks and goals, as well as financial, which indicate the possibility or impossibility of the company to fulfill its monetary obligations to partners. In addition, there are commercial risks that are determined primarily by external causes and associated with the sale of goods and services on the market. Insurance risks are the risks of insured events that cannot be predicted and calculated, but their monetary equivalent can be measured.

Topic 6 Business planning in small and medium-sized businesses

A business plan plays a huge role in the operation of small and medium-sized businesses. The business plan contains the main provisions governing the functioning of a small business, and also includes all the components of an effective marketing program. It is difficult for small and medium-sized businesses to implement large-scale projects with a large investment of funds. At the same time, such enterprises can use specific models for building business plans using existing program strategies.

Topic 7 Features of managerial decision-making in small and medium-sized businesses

Making the right decision in a timely manner is the main task of any manager. The wrong decision can be especially expensive for small and medium-sized businesses, whose financial resources are very limited. In this case, competent management is of great importance, since well-thought-out and coordinated decisions are the basis for successful management of small and medium-sized businesses.

Topic 8 Planning the main financial indicators in small and medium-sized businesses

At small enterprises, the preparation of a plan involves the formation of a cash flow forecast, a balance sheet of assets and liabilities, a cost and profit plan.

The purpose of financial modeling in small and medium-sized businesses is the need to quickly and reliably assess the future performance of the upcoming business in order to get an answer whether it is worth pursuing this project.

A financial model is necessary in all cases when it comes to raising funds, as it is an integral part of a business plan and is necessary for negotiations with a potential investor.

Topic 9. Basic principles of SWOT analysis in the field of small and medium-sized businesses

Ensuring the competitiveness of small and medium-sized organizations, their adaptability and mobility is a key task of strategic planning. The latter is impossible without an analysis of the internal and external environment of small enterprises, which makes it possible to find out all the strengths and weaknesses of small and medium-sized businesses.

One of the options for such an analysis is a SWOT analysis, which allows not only to explore the real situation of small and medium-sized organizations, but also to find out their internal capabilities, as well as analyze possible risks.

5. Educational technologies

The methodology of teaching the discipline "Small and Medium Business Management" and the implementation of a competency-based approach in the presentation and perception of the material provides for the use of the following active and interactive forms of conducting group, individual, classroom classes in combination with extracurricular work in order to form and develop the professional skills of students:

– lectures;

- preparation for seminars;

– preparation, presentation and discussion of reports at seminars;

- organization and conduct of current control of students' knowledge in the form of testing.

The proportion of classes conducted in interactive forms is determined by the main goal of the educational program, the peculiarity of the contingent of students and the content of the discipline"Management of small and medium-sized businesses" and in general for the discipline is at least 50% of the classroom.

6. Evaluation tools for current monitoring of progress, intermediate certification based on the results of mastering the discipline and educational and methodological support for independent work of students

In the learning process, the following assessment forms of independent work of students, assessment tools for monitoring progress and intermediate assessments are used:

Evaluative means of monitoring progress include control questions and tasks in the form of blank testing, participation in a business game, and presentation of a report.

When performing current control, it is possible to use test material. Samples of control questions and tasks for conducting current control are given in the appendix. When implementing the undergraduate program, the organization has the right to use e-learning and distance learning technologies. All materials are posted in the LMS of the Moscow Poly (https://online.mospolytech.ru/course/view.php?id=562).

When teaching people with disabilities, e-learning and distance learning technologies should provide for the possibility of receiving and transmitting information in forms accessible to them.

Samples of questions and tasks for conducting current control are given in the appendix.

6.1. Fund of assessment tools for conducting intermediate certification of students in the discipline (module).

6.1.1. A list of competencies indicating the stages of their formation in the process of mastering the educational program.

As a result of mastering the discipline (module), the following competence is formed:

Competency code	As a result of mastering the educational program, the student must have
PC-6	Able to form possible solutions based on the target indicators developed for them, as well as to analyze, justify and select solutions

In the process of mastering the educational program, this competence, including their individual components, is formed in stages during the development of disciplines (modules), practices by students in accordance with the curriculum and calendar schedule of the educational process.

6.1.2. Description of indicators and criteria for assessing competencies formed on the basis of the results of mastering the discipline (module), description of assessment scales

An indicator of competency assessment at various stages of their formation is the achievement by students of the planned learning outcomes in the discipline (module).

PC-6 -Able to form possible solutions based on the target indicators developed for them, as well as to analyze, justify and select solutions				
Index	**Evaluation criteria**			
	2	**3**	**four**	**5**
know: - the main trends in the development of small forms of entrepreneurship; use.	The student demonstrates the complete absence or insufficient compliance of the following knowledge: the basics of business processes and business communications.	The student demonstrates incomplete compliance with the following knowledge: the basics of business processes and business communications. Significant mistakes are made, lack of knowledge is manifested, for a number of indicators, the student experiences significant difficulties in operating	The student demonstrates partial compliance with the following knowledge: the basics of business processes and business communications, but minor errors, inaccuracies, and difficulties in analytical operations are allowed.	The student demonstrates full compliance with the following knowledge: the basics of business processes and business communications. Freely operates with acquired knowledge.

		knowledge when transferring it to new situations.		
be able to: - collect, summarize and analyze the necessary economic information, including the results of the latest research by domestic and foreign economists on the problems of creating and managing a small business;	The student does not know how or insufficiently knows how to establish effective relationships between participants in business processes and manage them.	The student demonstrates incomplete compliance with the following skills: is able to establish effective relationships between participants in business processes and manage them. Significant mistakes are made, lack of skills is manifested, for a number of indicators, the student experiences significant difficulties in operating with skills when transferring them to new situations.	The student demonstrates partial compliance with the following skills: he is able to establish effective relationships between participants in business processes and manage them, but minor errors, inaccuracies, difficulties in analytical operations, transferring skills to new, non-standard situations are allowed.	The student demonstrates full compliance with the following skills: he is able to establish effective relationships between participants in business processes and manage them. Freely operates with acquired skills, applies them in situations of increased complexity.
own: - categorical and lexical apparatus of economic sciences at the level of knowledge and free	The student does not own or insufficiently owns the categorical and lexical apparatus of economic sciences at the level of knowledge and free use.	The student partially owns the categorical and lexical apparatus of economic sciences at the level of knowledge and free use. The learner experiences significant difficulties in applying skills in new situations.	The student owns the categorical and lexical apparatus of economic sciences at the level of knowledge and free use, but minor errors, inaccuracies, difficulties in analytical operations, transferring skills to new, non-standard situations are allowed.	The student fully owns the categorical and lexical apparatus of economic sciences at the level of knowledge and free use, freely applies the acquired skills in situations of increased complexity.

Scales for assessing the results of intermediate certification and their description:

Form of intermediate attestation: test.

Intermediate attestation of students in the form of a test is carried out based on the results of the implementation of all types of educational work provided for by the curriculum for a given discipline (module), while taking into account the results of current monitoring of progress during the semester. The assessment of the degree of achievement by students of the planned learning outcomes in the discipline (module) is carried out by the teacher conducting classes in the discipline (module) by the method of expert assessment. According to the results of the intermediate certification, “pass” or “not pass” is set.

Only students who have completed all types of educational work provided for by the work program in the discipline "Management of small and medium-sized businesses" are allowed to the intermediate certification (passed the intermediate control)

Evaluation scale	Description
Passed	All types of educational work provided for by the curriculum were completed. The student demonstrates the correspondence of knowledge, skills and abilities given in the tables of indicators, operates with the acquired knowledge, skills, skills, applies them in situations of increased complexity. In this case, minor errors, inaccuracies, difficulties in analytical operations, transferring knowledge and skills to new, non-standard situations can be made.
Not credited	One or more types of educational work provided for by the curriculum have not been completed. The student demonstrates incomplete correspondence of knowledge, skills and abilities given in the tables of indicators, significant errors are made, lack of knowledge, skills, skills is manifested in a number of indicators, the student experiences significant difficulties in operating knowledge and skills when transferring them to new situations.

The evaluation funds are presented in the annex to the work program.

7. Educational, methodological and information support of the discipline "Management of small and medium-sized businesses"

a) basic literature:

1. Kuzmina E. E. Organization of entrepreneurial activity: a textbook for universities - 4th ed., Revised. and additional - M .: Yurayt Publishing House, 2021. - 455 p. - (Higher education). - ISBN 978-5-534-14024-8. — Text: electronic // Educational platform Urayt [website]. — URL: https://urait.ru/bcode/468235

b) additional literature:

1. Kuptsova E. V. Business planning: textbook and workshop for secondary vocational education - M .: Yurayt Publishing House, 2021. - 435 p. - (Professional education). - ISBN 978-5-534-11053-1. — Text: electronic // Educational platform Urayt [website]. — URL: https://urait.ru/bcode/476085

2. Golov R.S., Agarkov A.P., Mylnik A.V. Organization of production, economics and management in industry: textbook. M.: Publishing and Trade Corporation "Dashkov and Co", 2017. 858 p. http://www.knigafund.ru/books/198943

The possibility of using e-learning, distance learning technologies is provided. All materials are placed in the LMS of the Moscow Poly. (https://online.mospolytech.ru/course/view.php?id=562)

eight. Logistics support of discipline.

Audience for lectures and seminars of the general fund. Training tables with benches, classroom board, portable multimedia complex (projector, projection screen, laptop). Teacher's workplace: table, chair.

9. Guidelines for students when working on lecture notes during the lecture

Lecture - a systematic, consistent, monologue presentation by the teacher of educational material, as a rule, of a theoretical nature. When preparing a lecture, the teacher is guided by the working program of the discipline. In the course of lectures, it is recommended to take notes, which will later allow you to recall the studied educational material, supplement the content during independent work with literature, and prepare for the exam.

You should also pay attention to categories, formulations that reveal the content of certain phenomena and processes, scientific conclusions and practical recommendations, positive experience in oratory. It is advisable to leave fields in the working notes on which to make notes from the recommended literature, supplementing the material of the lecture heard, as well as emphasizing the particular importance of certain theoretical positions.

Lecture conclusions summarize the teacher's reflections on educational issues. The teacher provides a list of used and recommended sources for studying a particular topic. At the end of the lecture, students have the opportunity to ask questions to the teacher on the topic of the lecture. When lecturing on the discipline, electronic multimedia presentations can be used.

Guidelines for students when working at the seminar

Seminars are implemented in accordance with the working curriculum with consistent study of the topics of the discipline. In preparation for the seminars, the student is recommended to study the basic literature, get acquainted with additional literature, new publications in periodicals: magazines, newspapers, etc. In this case, the recommendations of the teacher and the requirements of the curriculum should be taken into account. It is also recommended to refine your lecture notes by making appropriate entries in it from the literature recommended by the teacher and provided by the curriculum. Abstracts should be prepared for presentations on all educational issues submitted to the seminar.

Since the student's activity in seminars is the subject of monitoring his progress in mastering the course, preparation for seminars requires a responsible attitude. In interactive classes, students should be active.

Guidelines for students on the organization of independent work

Independent work of students is aimed at independent study of a separate topic of the academic discipline. Independent work is mandatory for each student, its volume is determined by the curriculum. During independent work, the student interacts with the recommended materials with the participation of the teacher in the form of consultations.

To perform independent work, methodological support is provided. The electronic library system (electronic library) of the university provides the possibility of individual access for each student from any point where there is access to the Internet.

10.Methodological recommendations for the teacher (Guidelines for making presentations)

A presentation (from the English word - presentation) is a set of color slide pictures on a specific topic, which is stored in a special format file with the PP extension. The term "presentation" (sometimes called "slide film") is associated primarily with the information and advertising functions of pictures that are designed for a certain category of viewers (users).

Multimedia computer presentation is:

- dynamic synthesis of text, image, sound;
- the most modern software interface technologies;
- interactive contact of the speaker with the demonstration material;
- mobility and compactness of information carriers and equipment;
- ability to update, supplement and adapt information;
- low cost.

Rules for the design of computer presentations

General Design Rules

Many designers argue that there are no laws and rules in design. There are tips, tricks, tips. Design, like any kind of creativity, art, like any way of some people to communicate with others, like language, like thought, will bypass any rules and laws.

However, there are certain recommendations that should be followed, at least for novice designers, until they feel the strength and confidence to create their own rules and recommendations.

Font design rules:

- Serif fonts are easier to read than sans-serif fonts;
- Capital letters are not recommended for body text.
- Font contrast can be created through: font size, font weight, style, shape, direction, and color.
- Rules for choosing colors.
- The color scheme should consist of no more than two or three colors.
- There are incompatible color combinations.
- Black color has a negative (gloomy) connotation.
- White text on a black background is hard to read (inversion is hard to read).

Presentation design guidelines

In order for the presentation to be well perceived by the audience and not cause negative emotions (subconscious or completely conscious), it is necessary to follow the rules for its design.

The presentation involves a combination of information of various types: text, graphics, musical and sound effects, animation and video clips. Therefore, it is necessary to take into account the specifics of combining fragments of information of various types. In addition, the design and demonstration of each of the listed types of information is also subject to certain rules. So, for example, for textual information, the choice of font is important, for graphic information - brightness and color saturation, for their best joint perception, optimal relative position on the slide is necessary.

Consider recommendations for the design and presentation of various types of materials on the screen.

Formatting text information:

- font size: 24-54 pt (headline), 18-36 pt (plain text);
- font color and background color should contrast (the text should be well read), but not hurt the eyes;
- font type: smooth sans-serif font for body text (Arial, Tahoma, Verdana), decorative font can be used for heading if it is legible;
- italics, underlining, bold, capital letters are recommended to be used only for semantic highlighting of a text fragment.

Formatting graphic information:

- drawings, photographs, diagrams are designed to supplement textual information or convey it in a more visual form;
- it is desirable to avoid drawings in the presentation that do not carry a semantic load if they are not part of the style design;
- the color of graphic images should not contrast sharply with the overall style of the slide;
- illustrations are recommended to be accompanied by explanatory text;
- if a graphic image is used as a background, then the text on this background should be well readable.

The content and location of information blocks on the slide:

- there should not be too many information blocks (3-6);
- the recommended size of one information block is no more than 1/2 of the slide size;
- it is desirable to have on the page blocks with different types of information (text, graphs, diagrams, tables, figures) that complement each other;
- keywords in the information block must be highlighted;
- information blocks should be placed horizontally, blocks related in meaning - from left to right;

- the most important information should be placed in the center of the slide;
- the logic of presenting information on slides and in the presentation should correspond to the logic of its presentation.

In addition to the correct arrangement of text blocks, one must not forget about their content - the text. In no case should it contain spelling errors. You should also take into account the general rules for formatting the text.

After creating a presentation and its design, you need to rehearse its presentation and your performance, check how the presentation will look like as a whole (on a computer screen or projection screen), how quickly and adequately it is perceived from different audience locations, under different lighting conditions, noise accompaniment, in an environment as close as possible to the real conditions of the performance.

The work program was compiled on the basis of the Federal State Educational Standard of Higher Education in the direction of training bachelors on March 38, 02 "Management", approved by order of the Ministry of Education and Science of the Russian Federation of August 12, 2020 No. 970 (Registered in the Ministry of Justice of Russia on August 25, 2020 No. 59449).

The program was made by:
Candidate of Economics, Associate Professor of the Department of Management
/ Korotun O.N. /



The program was approved at a meeting of the department "Management"
August 29, 2022, Protocol No. 1

Head of the Department "Management"
k. e. PhD, Associate Professor  / Alenina E.E. /

Structure and content of the discipline
"Small and Medium Business Management"
in the direction of preparation 38.03.02 "Management" (bachelor)
educational program "Business Process Management"
Part-time education

Chapter	Semester	A week semester	Types of educational work, including independent student work, and labor intensity in hours					Types of independent work students					Forms of attestation	
			L	F/N	Lab	SRS	DAC	K.R.	K.P.	K/R	T	DC	E	Z
Topic 1 History of development, concept and essence of small and medium-sized businesses	5	1-2	2	2		eight						+		
Topic 2 Modern forms of organization of small and medium-sized businesses	5	3-4	2	2		eight						+		
Topic 3 Modern problems, trends and prospects for the development of small and medium-sized businesses	5	5-6	2	2		eight								
Topic 4 Innovation potential of small and medium-sized businesses	5	7-8	2	2		eight						+		
Theme 5 Risk, reliability and adaptability of small and medium-sized businesses	5	9-10	2	2		eight						+		
Topic 6 Business planning in small and medium-sized businesses	5	11-12	2	2		eight						+		
Topic 7 Features of managerial decision-making in small and medium-sized businesses	5	13-14	2	2		eight						+		
Topic 8 Planning the main financial indicators in small and medium-sized businesses	5	15-16	2	2		eight						+		
Topic 9. Basic principles of SWOT analysis in the field of small and medium-sized businesses	5	17-18	2	2		eight								
Appraisal Form												one		Z
Total hours per discipline in semester 5			eighteen	eighteen		72								

Appendix 2 to
work program

MINISTRY OF EDUCATION AND SCIENCE OF THE RUSSIAN FEDERATION

FEDERAL STATE BUDGETARY EDUCATIONAL INSTITUTION OF HIGHER EDUCATION

"MOSCOW POLYTECHNIC UNIVERSITY"

(MOSCOW POLYTECH)

Direction of training: 38.03.02 "Management"

EP (educational program): "Business Process Management"

Form of study: full-time, part-time

Type of professional activity: organizational and managerial, information and analytical, entrepreneurial

Department: "Management"

VALUATION FUND

BY DISCIPLINE

"Small and Medium Business Management"

Composition: 1. Passport of the fund of appraisal funds

2. Description of assessment tools: questions for credits, tests, topics of reports

Compiled by:

Associate Professor, Ph.D. Korotun O.N.

Moscow, 2022

INDICATOR OF THE LEVEL OF FORMATION OF COMPETENCES

Small and medium business management					
GEF VO 38.03.02 "MANAGEMENT"					
In the process of mastering this discipline, the student forms and demonstrates the following **competencies**:					
COMPETENCES		**List of components**	**Competence formation technology**	**Assessment Tool Form****	**Degrees of levels of development of competencies**
INDEX	**FORMULATION**				
PC-6	Able to form possible solutions based on the target indicators developed for them, as well as to analyze, justify and select solutions	**know:** - the main regulatory framework for financial management; - methods for assessing the profitability of funds and investment projects; - methods for assessing and reducing investment risks; **be able to:** - analyze situations and assess the financial position of the enterprise; - evaluate the degree of profitability of funds and projects; **own:** - skills in working with regulatory documentation and methods for assessing the financial position of an enterprise, the profitability of projects, the degree of risk; - skills in working with models for predicting the probability of bankruptcy at the enterprise.	lecture, independent work, seminars	DS, Z	**A basic level of** - has the skills to work with regulatory documentation and methods for assessing the financial position of the enterprise, the profitability of projects, the degree of risk; - has the skills to work with models for predicting the probability of bankruptcy at the enterprise. **Enhanced level** - has the skills to work with regulatory documentation and methods for assessing the financial position of the enterprise, the profitability of projects, the degree of risk; - has the skills to work with models for predicting the probability of bankruptcy at the enterprise. The student is able to apply these skills in new non-standard situations (when analyzing emerging risks).

Appendix 3
to work program

List of assessment tools by discipline

Small and medium business management

OS number	Name of the evaluation tool	Brief description of the evaluation tool	Presentation of the evaluation tool in the FOS
one	Report, message (DS)	The product of the student's independent work, which is a public performance on the presentation of the results of solving a specific educational, practical, educational, research or scientific topic	Topics of reports, messages
2	credit	An intermediate form of knowledge assessment. In higher education institutions are held during the session.	Questions for the test

Questions for the test in the discipline "Management of small and medium-sized businesses" formation of competencies PC-6

1. Small business as an important component of a market economy.
2. Status and forms of state support for small business in economically developed countries
3. Conditions and procedure for registration and licensing of entrepreneurial activity.
4. The role of small business in the socio-economic development of the Russian Federation (federal and regional cross-section).
5. Legislative and normative acts on the regulation of support and development of small business in the Russian Federation.
6. The main goals of the state policy in the field of development of small and medium-sized businesses in the Russian Federation (based on the materials of the Federal Law - 209)
7. Criteria for small and medium enterprises
8. The concept of microenterprise.
9. Essential features and basic elements of the economic mechanism of functioning of a small enterprise.
10. Economic potential of small business organizations: composition, structure and sources of formation.
11. The main stages that take place when creating a new enterprise.
12. The concept of the business environment. Impact of risks on entrepreneurial activity.
13. Characteristics of a business contract. Types of business contracts.
14. Sources of financing in small business
15. Functions, tasks and role of banks in the field of small business lending?
16. Taxes and fees included in the current expenses of small enterprises.
17. Conditions for the transition to a simplified taxation system for small businesses.

18. Typical typology and structure of business plans for small businesses.
19. The main directions of the state investment policy in the Russian Federation in the field of small business.
20. Economic indicators characterizing the production activity of a small enterprise.
21. Venture entrepreneurship and its role in the development of the innovative sphere of the economy.
22. The essence of leasing and its importance for the development of small business
23. The essence of franchising and its importance for the development of small business
24. Integration of large and small business: main forms, role in the development of small business.

Topics of reportsby discipline
"Small and medium business management"
(formation of competence PC-6)

1. The evolution of the concept of "entrepreneurship" and its modern interpretation
2. Basic theories of entrepreneurship.
3. The role and importance of entrepreneurship in the modern market economic system.
4. Classification of entrepreneurship.
5. Entrepreneurship: essence, types and functions.
6. Entrepreneurial environment.
7. General conditions, principles and stages of creating your own business.
8. Entrepreneurial idea (essence, sources, goals).
9. The main ways of organizing an enterprise (creating a new enterprise, franchising, buying an existing enterprise).
10. Restrictions and termination of business activities.
11. Entrepreneurship as a form of economic freedom of business entities.
12. Psychology of entrepreneurship and its features.
13. Goals and social responsibility of business entities.
14. Essence, types and forms of ownership. Types and types of enterprises.
15. Organizational and legal forms of enterprises and their features.
16. Modern organizational and functional forms of enterprises (leasing, factoring, venture, engineering, consulting).
17. Marketing strategies of the enterprise.
18. Commodity policy of the entrepreneur. The quality of the goods and bringing to the consumer.
19. Entrepreneur's pricing policy.
20. Financial condition, financial policy - as a factor of competitiveness.
21. World experience in the development of entrepreneurship and its importance for the development of Russian entrepreneurship.
22. Features and forms of international business transnational corporations, franchising, free economic zones, offshore business, joint venture).

23. Entrepreneurial risks: causes and main types.
24. Business risk management system.
25. Essence, functions and forms of enterprise management
26. Stages and methods of making managerial decisions by an entrepreneur.
27. Business plan: principles, types, functions.
28. Content and technology for developing a business plan.
29. Essence, classification, criteria for small business.
30. Small business and its place in a market economy.
31. Goals, objectives, and forms of state regulation of entrepreneurship.
32. State regulation of entrepreneurship in economically developed countries.
33. The tax system and its impact on the efficiency of entrepreneurship.
34. Antimonopoly activities of the state in the system of business regulation.
35. The role of state regulation of entrepreneurship in ensuring economic security.
36. The main elements of the small business support infrastructure: leasing companies, business incubators, technology parks, agencies and small business development centers.
37. State support programs for small businesses in Russia 38. Socio-economic factors in the formation and development of Russian small businesses.
39. The main elements of the regional infrastructure to support small businesses. Special tax regimes.

Report Evaluation Criteria

No.	Criterion	Grade			
		ex.	choir.	satisfactory	unsatisfactory
one	Report Structure	The report contains semantic parts, balanced in volume	The report contains three semantic parts, unbalanced in volume	One of the semantic parts of the report is missing	The report does not trace the presence of semantic parts
2	Content of the report	The content reflects the essence of the problem under consideration and the main results obtained.	The content does not fully reflect the essence of the problem under consideration or the main results obtained.	The content does not fully reflect the essence of the problem under consideration and the main results obtained.	The content does not reflect the essence of the problem under consideration or the main results obtained.
3	Ownership of the material	The student fully owns the material presented, is oriented in the problem, freely answers questions	The student owns the material presented, is oriented in the problem, finds it difficult to answer some questions	The student is not fluent enough in the material presented, poorly oriented in the problem	The student does not own the material presented, poorly oriented in the problem
four	Relevance to the topic	The presented material is fully consistent with the stated topic.	The material presented contains elements that are not relevant to the topic.	The material presented contains a large number of elements that are not related to the topic.	The material presented is slightly relevant to the topic.