

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
FEDERAL STATE BUDGETARY EDUCATIONAL INSTITUTION
OF HIGHER EDUCATION
«BASHKIR STATE UNIVERSITY»
FACULTY OF MATHEMATICS AND INFORMATION TECHNOLOGIES

Approved: at the department meeting
Protocol # 3 from September 30, 2021

Coordinated with:
EMC chairman of the faculty/institute

Head of the department  / Sharafullina R.R.

 / A.M. Efimov

WORKING PROGRAM OF DISCIPLINE (MODULE)

Discipline Economic foundations of business

(name of the discipline)

Obligatory part

(name of the part enclosing the discipline (obligatory, formed by participants of the educational activity, facultative))

bachelor (undergraduate) program

Course of training (speciality)

01.03.02 Applied mathematics and informatics

(code and name of the course of training (speciality))

Applied programming and data analysis


(name of the profile of training)

Qualification (level of training)

bachelor

(name of the level of training)

Designer (compiler):
associate professor of the GET department, PhD

 / Ishmukhametov N.S.

For enrollment: 2022

Ufa 2022

Designer: associate professor of the General economic theory department, PhD Nail Salavatovich Ishmukhametov.

The working program of the discipline is approved at the meeting of the department of the General economic theory,

Protocol # 3 from September, «30 » 2021.

Head of the department  Sharafullina R.R.

The addenda and updates introduced into the working program of the discipline are approved at the meeting of the department of the General economic theory,

Protocol # 10 from February, «09» 2022.

Head of the department  Sharafullina R.R.

List of documents and proceedings

1. The list of planned learning outcomes of the discipline, correlated with the planned results of the educational program.....	4
2. The purpose and place of the discipline in the structure of the Educational Program (EP).....	4
3. The content of the working program (the scope of the discipline, types and sorts of classes, educational and methodological support for students' independent work).....	5
4. The fund of assessment tools for the discipline	5
4.1. The list of competencies and indicators of achievement of competencies with an indication of the planned learning outcomes of the discipline correlated with them. Description of criteria and scales of assessment of learning outcomes in the discipline.....	5
4.2. Model control tasks or other materials necessary to assess the learning outcomes of the discipline, correlated with the established in the educational program indicators of achievement of competencies. Methodological materials defining the assessment procedures results of education on the discipline.....	6
5. Educational-methodical and informational support of the discipline	16
5.1. List of basic and additional academic literature, which is necessary for mastering the discipline	16
5.2. List of resources of information and telecommunications network "Internet" and software necessary for mastering the discipline, including professional databases and information help systems	17
6. The material and technical base necessary for the implementation the educational process for the discipline	17
Appendix 1. Content of the working program	18
Appendix 2. Rating-plan of the discipline	22

1. The list of planned learning outcomes of the discipline, correlated with the planned results of the educational program

Mastering the discipline must lead to forming of the following competence (UC-9):

Category (group) of competencies (if there is exist a GPC)	Competence to be formed (with the code)	Code and name of the indicator of competence achievement	Learning outcomes for the discipline
Economic culture, including financial literacy	UC-9. Ability of making informed economic decisions in various areas of life	IUC-9.1. Knows the theoretical foundations and basic principles of the functioning of the economy and economic development; the fundamentals of the economy of the firm; the essence of entrepreneurship and the risks of doing business; the internal and external environment of business functioning; the structure and content of sections of the business plan and investment project; forms of business organization in the Russian Federation; advanced methods of business organization that ensure its efficiency; goals and objectives forms of implementation of state policy affecting business conditions.	To know: the theoretical foundations and basic principles of the functioning of the economy and economic development; the fundamentals of the firm's economy; the essence of entrepreneurship and the risks of doing business; the internal and external environment of business functioning; the structure and content of sections of the business plan and investment project; forms of business organization in the Russian Federation; advanced methods of business organization that ensure its efficiency; goals and objectives forms of implementation of state policy affecting business conditions.
		IUC-9.2. Is able to apply methods of analysis of macro- and microeconomic processes and phenomena; apply basic tools to determine the company's performance indicators; collect and analyze initial data to assess business ideas and potential risks; competently assess the factors of the internal and external environment of business functioning, including government policy affecting business conditions.	Be able to: apply methods of analysis of macro- and microeconomic processes and phenomena; apply basic tools to determine the company's performance indicators; collect and analyze initial data to assess business ideas and potential risks; competently assess the factors of the internal and external environment

2. The purpose and place of the discipline in the structure of the Educational Program (EP)

The discipline "Economic foundations of business" refers to the obligatory part. The discipline is studied at the grade 4 in the semester 8. The purpose of the academic discipline "Economic fundamentals of business" is to provide knowledge about the fundamentals of economic life of society, methods and tools for its study, skills of behavior of an economic agent in a market economy;

mastering by students the competencies necessary for training personnel who possess economic thinking, capable of analyzing economic problems at the micro and macro levels and using economic information in professional activity and economic practice focused on the rational use of the country's resources.

Understanding the general provisions, knowledge of micro- and macroeconomic analysis skills is necessary for future specialists to solve professional problems. Mastering the competence of the discipline is necessary when writing a final qualifying work.

3. The content of the working program (the scope of the discipline, types and sorts of classes, educational and methodological support for students' independent work)

The content of the working program is presented in Appendix № 1.

4. The fund of assessment tools for the discipline

4.1. The list of competencies and indicators of achievement of competencies with an indication of the planned learning outcomes of the discipline correlated with them. Description of criteria and scales of assessment of learning outcomes in the discipline

UC-9: Ability of making informed economic decisions in various areas of life.

Code and name of the competence achievement indicator	Results of training in the discipline	Evaluation criteria for the results (pass/fail rating)	
		Grade of "non pass" ("failed")	Grade of "pass" ("passed")
IUC-9.1. Knows the theoretical foundations and basic principles of the functioning of the economy and economic development; the fundamentals of the economy of the firm; the essence of entrepreneurship and the risks of doing business; the internal and external environment of business functioning; the structure and content of sections of the business plan and investment project; forms of business organization in the Russian Federation; advanced methods of business organization that ensure its efficiency; goals and objectives. forms of implementation of state policy affecting business conditions.	To know: the theoretical foundations and basic principles of the functioning of the economy and economic development; the fundamentals of the firm's economy; the essence of entrepreneurship and the risks of doing business; the internal and external environment of business functioning; the structure and content of sections of the business plan and investment project; forms of business organization in the Russian Federation; advanced methods of business organization that ensure its efficiency; goals and objectives forms of implementation of state policy affecting business conditions.	Partial knowledge of the theoretical foundations and basic principles of the functioning of the economy and economic development; the fundamentals of the economy of the firm; the essence of entrepreneurship and the risks of doing business; the internal and external environment of business functioning; the structure and content of sections of the business plan and investment project; forms of business organization in the Russian Federation; advanced methods of business organization, ensuring its efficiency; goals and objectives forms of implementation of state policy affecting business conditions.	Formed ideas about the theoretical foundations and basic principles of the functioning of the economy and economic development; the fundamentals of the company's economy; the essence of entrepreneurship and the risks of doing business; the internal and external environment of business functioning; the structure and content of sections of the business plan and investment project; forms of business organization in the Russian Federation; advanced methods of business organization, ensuring its efficiency; goals and the forms of implementation of state policy affecting the business environment.

IUC-9.2. Is able to apply methods of analysis of macro- and microeconomic processes and phenomena; apply basic tools to determine the company's performance indicators; collect and analyze initial data to assess business ideas and potential risks; competently assess the factors of the internal and external environment of business functioning, including government policy affecting business conditions.	Be able to: apply methods of analysis of macro- and microeconomic processes and phenomena; apply basic tools to determine the company's performance indicators; collect and analyze initial data to assess business ideas and potential risks; competently assess the factors of the internal and external environment	Partially mastered the ability to apply methods of analysis of macro- and microeconomic processes and phenomena; apply basic tools to determine the company's performance indicators; collect and analyze initial data to assess business ideas and potential risks; competently assess the factors of the internal and external environment of business functioning, including government policy affecting business conditions.	The formed ability to apply methods of analysis of macro- and microeconomic processes and phenomena; apply basic tools to determine the company's performance indicators; collect and analyze initial data to assess business ideas and potential risks; competently assess the factors of the internal and external environment of business functioning, including government policy affecting business conditions.
---	--	--	--

4.2. Model control tasks or other materials necessary to assess the learning outcomes of the discipline, correlated with the established in the educational program indicators of achievement of competencies. Methodological materials defining the assessment procedures results of education on the discipline

Indicator of the achieved competence	Results of training in the discipline	Evaluation tools
IUC-9.1. Knows the theoretical foundations and basic principles of the functioning of the economy and economic development; the fundamentals of the economy of the firm; the essence of entrepreneurship and the risks of doing business; the internal and external environment of business functioning; the structure and content of sections of the business plan and investment project; forms of business organization in the Russian Federation; advanced methods of business organization that ensure its efficiency; goals and objectives. forms of implementation of state policy affecting business conditions.	To know: the theoretical foundations and basic principles of the functioning of the economy and economic development; the fundamentals of the firm's economy; the essence of entrepreneurship and the risks of doing business; the internal and external environment of business functioning; the structure and content of sections of the business plan and investment project; forms of business organization in the Russian Federation; advanced methods of business organization that ensure its efficiency; goals and objectives forms of implementation of state policy affecting business conditions.	As part of the work in class: 1) individual survey, 2) survey (questions for independent work), 3) problem solving and discussion, 4) test work.
IUC-9.2. Is able to apply methods of analysis of macro- and microeconomic processes and phenomena; apply basic tools to determine the company's performance indicators; collect and analyze initial data to assess business ideas and potential risks; competently assess the factors of the internal and external environment of business functioning, including government policy affecting business conditions.	Be able to: apply methods of analysis of macro- and microeconomic processes and phenomena; apply basic tools to determine the company's performance indicators; collect and analyze initial data to assess business ideas and potential risks; competently assess the factors of the internal and external environment	As part of the work in class: 1) problem solving and discussion; 2) business game; 3) case tasks; 4) practical tasks.

The evaluation criteria are the points that are set by the teacher for the types of activities (evaluation tools) based on the results of studying the modules listed in the discipline's rating plan (for credit: current control - a maximum of 50 points; boundary control – a maximum of 50 points, incentive points – a maximum of 10).

The rating scale for the credit (pass/fail rating): credited ("pass", "passed") – from 60 to 110 rating points (including 10 incentive points), not credited ("non pass", "failed") – from 0 to 59 rating points).

Work in class

Classroom work involves an oral individual survey, a survey on questions for self-examination, problem solving, conducting business games, round tables, group forms of work.

Individual survey

An oral individual survey is conducted after studying a new topic in order to clarify the most difficult questions, the degree of assimilation of information. The student states the content of the question of the studied topic.

Grading criteria (in points):

- 3 points are awarded to the student, if specialized terminology is accurately used, a confident command of theoretical material is shown;
- 2 points are awarded to the student, one or two shortcomings were made when covering the main content of the answer, there is no definite logical sequence, specialized terminology is inaccurately used;
- 1 point is awarded to the student, there is no general understanding of the issue, there are difficulties or mistakes in the definition of concepts, the use of terminology.

Sample questions for independent work

Topic 2. The market of factors of production

Questions for discussion

1. Do you think that a person who has studied economics well will always succeed in entrepreneurial activity? Is the purpose of studying economics success in business?
2. Name the factors of production and the types of income they create.
3. What is the ultimate product?
4. Marginal product of labor and wages. How do you explain that the salary is based on the marginal product of labor?

Grading criteria (in points):

- 3 points are awarded to the student, if specialized terminology is accurately used, a confident command of theoretical material is shown;
- 2 points are awarded to the student if minor mistakes are made in the answer;
- 1 point is awarded to the student, there is no general understanding of the issue, there are difficulties or mistakes in the definition of concepts, the use of terminology.

Solving and discussing problems

Topic 1. Fundamentals of economics. Basic economic concepts.

Tasks

1. The company sells two types of tennis balls, buying them for 3 rubles and 2 rubles per unit. Draw a line of the company's production capabilities at the cost of balls in the amount of 90 rubles. What determines its shape and location?
2. Someone rents a house and pays its owner 10,000 rubles per year, keeping the rest of his funds in the bank, which brings him 9% per annum. The house costs 140,000 rubles nits. Is it of interest to a potential buyer? Why?

3. A student studies at the university, receiving a scholarship of 700 rubles. After dropping out of school, he could work as a manager, making equal efforts and earning 10,000 rubles a month. What are the opportunity costs of studying at the university? a) 10000 rubles; b) 700 rubles.

4. Marya Ivanovna devotes a day to housework. She spends 15 minutes washing her shirt, and 45 minutes washing her window. Draw a line of Marya Ivanovna's production capabilities within the framework of a 9-hour working day.

5. Lawyer Petrov earns 1000 rubles per hour. Her mother is retired. In the store for beef at 270 rubles. for 1 kg you need to queue for an hour, for beef at 300 rubles. for 1 kg there is no queue. At what volume of purchases is it rational to purchase cheaper beef for lawyer Petrova? Her mother?

Grading criteria (in points):

- 3 points are awarded to the student if the problem is solved correctly;
- 2 points are awarded to the student if the problem is solved with minor errors;
- 1 point is awarded to the student if there are difficulties or mistakes in solving the problem.

Sample business games

Business Game No. 1
Business organization.

Stage I. Think of it! (Business idea)

1. The team is explained the purpose of this stage, then the participants get acquainted with the concepts necessary to form their own business idea. (Maximum 5 minutes)

2. Participants confer and formulate the idea of starting their own business, answering questions: what they are going to produce, how innovative is their idea, substantiate the reality of their plans, and develop a logo. (Maximum 5 min.)

3. Presentation of the team's business idea. (Maximum 5 min.)

The goal of the stage

The formation of a business idea is the initial stage of creating a business. The success of the company as a whole depends on the choice of a business idea (that is, the choice of "what to produce?", which product or service). The teams present themselves - their name, define the product or service of their company, and justify their choice, present sketches of their product/service on paper or on a blackboard.

Terms

Entrepreneurship is an initiative, independent activity aimed at making a profit, associated with risk, carried out on its own behalf under property responsibility.

A business idea is a general idea of a possible product or service that a firm could, in its opinion, offer to the market.

Innovation is a novation that appears in the form of a new product/service or a new technology. A business idea may not contain innovations, but will consist in creating an existing (similar) product using existing technology.

Stage II. Organize it!! (Creating a company)

1. Familiarity with the concepts and purpose of the stage. (Maximum 5 minutes)

2. Determination of the organizational form of the company and justification of this choice, appointment (election) of the head of the company. (Maximum 5 minutes)

3. Presentation of the results obtained. A speech can help to show their leadership qualities to the chosen head of the company. (Maximum 5 minutes)

The goal of the stage

The teams determine the amount of the required initial capital of the company, as well as its source. It is necessary to answer the question about the size of the company (determining the need for personnel – how many employees need to be hired) and where to get the money to create it. If you plan to open a company with your own money, it is advisable to choose the form of a partnership or a limited liability company. If there is a need for borrowed capital – raising money from outside – it is possible to open a joint-stock company, or a loan under your own responsibility.

Terms

A firm is an organization (legal entity) that concentrates and uses resources to produce goods and services in order to make a profit. Organizational forms of firms:

1. A production cooperative is a company based on the contributions of participants (shares) who are responsible in the amount of a multiple of their contribution. The peculiarity of a production cooperative is the personal labor contribution of each participant, i.e. he not only organizes and manages the company, but also personally participates in the production of goods and services.

2. Partnership – based on the consolidation of the contributions of the participants of the company, who are responsible with all their property.

3. Limited liability company – a company based on the distribution of responsibility by the size of the contributions of participants.

4. Joint stock company – a company whose authorized (initial) capital is divided into shares. Thus, the JSC belongs to a group of shareholders bearing responsibility limited by the amount of the contribution. The authorized capital is the initial capital, the funds necessary to start the company's activities.

Stage III. Plan ahead!!! (Business Plan)

1. Teams get acquainted with the purpose of the stage and the terms. (Maximum 5 minutes)
2. Discussion and formulation of the main issues of the business plan. (Maximum 7 minutes)
3. Presentation of the results. (Maximum 5 minutes)

The goal of the stage

Participants must determine the main indicators necessary to start production.

First, it is necessary to clearly identify the target group of consumers and the part of the market in which it is planned to conduct economic activity – business.

Secondly, the teams determine the cost of a unit of production and, in accordance with the prices of competitors, determine their own price of goods / services.

Thirdly, the participants discuss the planned volume of production, that is, the estimated number of goods and services at the initial stage, and determine the planned profit. Of course, a business plan is a big document and its development is not a matter of five minutes. However, in our game at this stage, the teams solve the primary issues necessary to start the work of any company.

Terms

A business plan is a document reflecting the main aspects of a commercial firm's activities to achieve pre-determined results, indicating the necessary resources, the form of organization, the subject of activity, and the stages of implementation. As a rule, it is developed for a newly created enterprise. It helps to determine compliance with market needs and the possibility of obtaining financial resources from investors and creditors, to anticipate problems on the way to successful business. The main sections of the business plan are marketing research, production plan, and financial plan.

Stage IV. Create!!!! (Technology)

1. Familiarity with the concepts and purpose of the stage. (Maximum 5 minutes)
2. Development of the company's production technology. (Maximum 5 minutes)

3. Presentation of the company's production technology. (Maximum 5 minutes) The goal of the stage

Teams need to develop their production technology “step by step”. As a result, participants will be able to determine the required quantity and cost of equipment, machines, premises (fixed capital), the quantity and cost of raw materials and materials (working capital), as well as the number of employees and their qualifications.

Terms

Technology (Greek. *techne* – art, mastery + *logos* – teaching) is a set of tools, processes, operations, methods by which resources are transformed into a finished product. Fixed capital is the company's fixed assets, buildings, machines, structures that are used for production for a long time. Working capital is the raw materials and materials necessary for the production of a unit of production, the cost of which is fully transferred to the finished product.

Stage V. Earn it!!!! (Sales of products)

1. Participants get acquainted with the concepts and purpose of the stage. (Maximum 5 minutes)

2. Teams develop a product sales system. (Maximum 5 minutes) 3. Presentation of the results. (Maximum 5 minutes) The goal of the stage

The success of a company is determined, first of all, by its profit. An excellent product / service, a well-organized production may not give results if you do not think through the sales system of products. Thus, the teams must decide how they will organize sales: direct sales, retail or wholesale trade, the use of sales agents, and, of course, how they will stimulate demand for their products (promotions, advertising). During the presentation of the results, it is desirable to have a colorful presentation of your own advertising companies or promotions with illustrations on paper or on a blackboard.

Terms

Sales is the sale, sale of finished products. The organization of sales can be represented in various ways:

- Direct sales is an independent sale of products / services by a company, consisting in finding customers (sales representatives, sales agents, shops, etc.).
- Wholesale trade is the sale of goods / services in batches or in large quantities to those who purchase them for resale or production use.
- Retail trade is the sale of goods individually or in small quantities.

Sales promotion is all kinds of activities that can increase the number of purchases of goods/services. The most popular form of sales promotion is advertising, along with exhibitions, contests, discounts, purchase credits, etc.

Advertising is an open notification about a product / service in order to increase sales. It can be carried out in various ways from outdoor advertising and leaflets to publication in the media, as well as in the form of personal appeals to the client.

Business Game No. 2

"Creating a business: corporate negotiations and legal support"

Homework for the participants of the game

To participate in the game, teams must prepare the following homework:

1) Creation of presentation material (preferably video material) about the team, its participants, etc.

2) Familiarization with the conditions of participation in the game and the rules of conduct on it, as well as with all regulatory and legal material.

3) Attendance by team leaders and mentors of the mandatory preliminary meeting, which is held 1 week before the game. At this meeting, the moderator or his assistant tells in detail about the

game itself, the procedure for its conduct, and answers questions from participants.

Several groups of founders of a new business meet at corporate negotiations. The purpose of the negotiations is to discuss the conditions for the creation of a common business (firm) specializing in the retail sale of goods to consumers (a store similar to the "Magnit (Magnet)", "Auchan", "Perekrestok (Crossroads)" retailers, etc.).

Each team representing the interests of one potential founder) brings its financial contribution to the future business and, as a result, strive to control all the activities of the newly created company as much as possible. However, similar desires exist among other founders (i.e., other teams). Consequently, on the one hand, there is a conflict of interests, on the other – all the founders are interested in creating such a business.

The amount of financial participation of each founder in a new business is the same and amounts to 100,000,000 rubles.

In the course of the business game, the teams must agree on the form and management system of the future business, formalize its creation legally correctly and try to maximize their influence in this business without attracting the attention of counterparties to this.

After the presentation of their company, all teams begin to offer their vision of the future of the common business to the other participants in the negotiations. As part of this stage, participants should offer two main things:

1. In what organizational and legal form will their new business be created (limited liability company (LLC), joint stock company (JSC), non-profit organization, etc.)

2. What will be the scheme of internal organizational management of the new business: - which employees will work in it, - which of them will obey whom, - who can bring whom and for what to disciplinary or other responsibility, - who is responsible for what in the activities of the new organization - etc.

During presentations, all participants of the business game have the right to ask the speakers questions, observing the ethics of business communication. After all the speeches, the first stage of negotiations begins. Participants must choose one of the proposed projects or create a hybrid version from several presentations by different participants. Negotiations take place at the negotiating table, all participants speak out about the proposed options, describe all concerns, preferences, ask clarifying questions, etc. The estimated time of negotiations is 20-30 minutes. If, following the results of the first negotiation stage, the business scheme is not established (i.e., the participants could not choose or agree on an option that suits everyone), the moderator votes on the proposed options. The option that gets the maximum number of votes from the participants of the game becomes the basis for a common business. Such a scenario is undesirable for the participants of the game, because it does not allow them to coordinate all the nuances of the future common cause, take into account all the wishes of the teams, etc. In addition, the voting is closed, and, therefore, it is impossible to establish who voted for which project.

In the scheme of general business management agreed at the previous stage, the entire management team of the newly created organization is necessarily present. Based on the number of leadership positions and the number of teams, the moderator determines how many of them each team can apply for. E.g., if there are only 6 teams, and there are 30 positions, then each 7 team can apply for 7 positions (not equally with all participants, but more so that there is a conflict of interest). The moderator gives the participants 10-15 minutes to meet the teams and determine the positions for which each team will apply. At the end of this negotiation stage (at which negotiations are conducted not between teams, but within teams), one participant from each team approaches the table and ticks the selected posts in their column.

It should be remembered that when deciding which positions to choose, participants should be guided by the common goal of the game – to take the most significant, influential positions in the future of business and minimize the opportunities of their partners. For the record, it is not a fact that all the positions that a particular team is applying for, she really needs according to her strategy of gaining influence in this business. It is possible that this is just a distraction from her interest in other positions, and the goal is not to let opponents unravel the business strategy of this team. It is also

possible that a tick in front of a particular position is ticked by a team not for the purpose of occupying it, but in order to receive some kind of "compensation" from other teams more interested in this position. After the completion of this stage, all participants of the game see which interests of which teams and where (i.e. in which positions) intersected. In addition, the second stage of the "personnel" stage of the game begins. Teams in a free mode (i.e. no longer at the negotiating table, but moving around the hall) communicate with partners. Most of these negotiations are naturally confidential and should not be heard by other founding teams. The purpose of this stage is to remove intersections by positions, where they exist. To do this, you can use various negotiation strategies. You can offer to resign for a certain percentage of shares or shares in the general business (the shares of all teams are equal and, if, for example, there are 6 teams in total, then each of them has 1/6 of the authorized capital of the general business by default, or about 16%. Accordingly, the team can give, for example, 5% to a partner for rejecting claims for the position of CEO). In the process of negotiations, participants can approach and uncheck the boxes on which agreements have already been reached. The second stage lasts 20-30 minutes. Upon its completion, the presenter summarizes the results by analyzing the resulting table. For those positions that remained "controversial", the moderator conducts a closed vote. Accordingly, knowing this in advance, the participants of the game can negotiate with each other for a certain game reward about who and for whom will vote for what position, if such a need arises. After the voting, there should be only one check mark in each line. If the votes of the participants are equally divided, then the position is considered to have been outsourced, which is not a very desirable result, since it significantly reduces the control of the founders over the person holding this position. The moderator announces the results of voting and negotiations. And he invites all participants to speak briefly, revealing their business strategy to the rest of the participants of the game - what they planned to do, what happened, what didn't and why. At the end of the performance of all the teams, the moderator summarizes the results of the game and names the winning team that has achieved the maximum business effect, and the three most productive participants of the game who have shown themselves as professionally as possible at all stages of business training.

Business game No. 3 Competition of firms

The goal of the game is to get acquainted with the tactics of enterprises producing homogeneous goods and various ways of their activities in a competitive environment, to form the ability to build a structural policy, rationally distribute economic resources in different areas of their use, to develop entrepreneurial skills and the ability to conduct flexible response tactics when external conditions change.

Description. Participants are divided into several groups of 3-5 people, each of which is a separate company. The Group selects the CEO of the company. The coordinator (moderator) informs all groups of the initial data characterizing the initial state of the company, its production potential and the resources available to it (for example, the initial amount of equipment, the cost of one machine, the total cost of equipment, machine productivity, depreciation rate of equipment, the initial price of the company's products, the cost of material consumed per unit of production, wages for the manufacture of a unit of production, initial inventory of products, initial cash capital, initial assets of the company).

The game is played sequentially in time cycles. During the transition to the next cycle, the CEO can change the main indicators (the volume of products produced, the amount of equipment, the volume of products sold, the quality of products produced in subsequent cycles, the amount of funds in the company's bank accounts. All changes can be carried out subject to compliance with the overall balance – equipment, products and cash, that is, any expenses can be carried out within the means and resources available to the company. During the game, each firm compiles and maintains a report on its activities, which is compiled in the form of a table.

n/a	Indicator name	Unit of measurement	First cycle	Second cycle	Third cycle
-----	----------------	---------------------	-------------	--------------	-------------

According to the results of all calculations, profit is determined as the difference between revenue and costs. After determining the profit, income tax and residual profit, the planning of the company's activities for the next cycle begins again. After determining the balance of money on the company's accounts, the amount of the company's assets is calculated at the end of the cycle.

To summarize the activities of firms for each cycle, two indicators are used: the profit received by the firm for this cycle and the value of assets at the end of the cycle. At the end of each cycle, the coordinator publicly announces data on the profits received by each firm during the cycle, as well as its assets. The company's assets can be defined as the total cost of equipment, inventory and cash in the company's bank accounts.

Grading criteria (in points):

- 3 points are awarded to the student if they coped well with all stages of the game; -2 points are awarded to the student if there were comments at the stages of the game;
- 1 point is awarded to the student if the goals of the stages have not been achieved.

Test control
Examples of a variant of the test

Choose one of four possible answers: The basic law of business is ...

- 1) buy more expensive - sell cheaper
- 2) buy more expensive - sell more expensive
- 3) buy cheaper - sell cheaper
- 4) buy cheaper - sell more expensive

2. The legal status of an individual entrepreneur comes from the moment

- 1) coming of age
- 2) start of production
- 3) state registration
- 4) payment of the first taxes as an individual entrepreneur

3. Legal entities that are non-profit organizations may be created in the form of

- 1) partnerships and companies
- 2) consumer cooperatives
- 3) production cooperatives
- 4) state and municipal unitary enterprises

4. Economic resources are:

- a) all factors of production;
- b) the necessary means and conditions for the production of economic goods;
- c) potential sources of economic benefits creation;
- d) all the answers are correct.

5. The opportunity costs of the new stadium are:

- a) payment for its security and other personnel;
- b) the price of the stadium construction next year;
- c) change in the real tax rate, which is paid from the stadium's income;
- d) the price of other goods and services, the production of which is sacrificed for the construction of this stadium.

6. All other things being equal, the higher the intensity of exchange in the economy, the higher the level of transaction costs:

- a) higher;

- b) below;
- c) does not depend on the intensity of the exchange;
- d) may be higher or lower depending on institutional factors.

7. Which of these characteristics does not apply to a market economy? a) competition;
 b) centralized planning;
 c) private property;
 d) freedom of entrepreneurial choice.

8. The full use of all resources on the production capability curve is shown by any:
 a) point lying outside the production capability curve;
 b) the point lying inside the curve of production capabilities;
 c) the point lying on the curve of production capabilities;
 d) the point lying on the curve of production capabilities, in which the most complete satisfaction of the needs of members of society is achieved.

9. If two goods are interchangeable, then an increase in the price of the first will cause:
 a) a drop in demand for the second product;
 b) the growth of demand for the second product;
 c) an increase in the volume of demand for the second product;
 d) a drop in the volume of demand for the second product.

10. The law of supply with rising prices and other equal conditions manifests itself:
 a) in a change in supply;
 b) in the growth of the value of the offer;
 c) in reducing the size of the offer;
 d) in the growth of demand.

Grading criteria (in points):

One test question (20 questions).

- 0.5 points are awarded to the student if the answer is correct;

- 0 points are awarded to the student if the answer is incorrect.

Questions for written control work

1. Development of the subject of economics: economy and chrematistics, political economy, economics. Normative and positive economics. Micro- and macroeconomics. Production as a source of economic benefits.

2. Economic needs and economic benefits (substitutes and complements, economic and non-economic, consumer and production, private and public).

3. Economic resources, or factors of production (labor, land, capital, entrepreneurial abilities). The concept of limited, rare resources.

4. Factors of production. The law of decreasing marginal productivity of the factor. Production function.

5. Circulation and turnover of capital. Physical and moral wear and tear. Depreciation.

6. Economic choice, the curve of production opportunities, opportunity cost, or the cost of missed opportunities.

7. Supply and demand. The equilibrium price. Fundamentals of consumer behavior

8. Production costs: internal (implicit), external (explicit), accounting, economic, alternative, constant, variable, aggregate (general), average, marginal. A model of cost curves. The rule of minimizing costs.

9. The company's income. Profit: accounting, economic, normal. Profit maximization rule.

10. Factors of production: features of supply and demand in conditions of perfect and

imperfect competition.

11. Labor market: supply and demand, wages (nominal, real, minimum). Differentiation in remuneration. The role of trade unions in the labor market.

12. Land market: supply and demand, land rent (absolute and differential). The price of land. Rent.

13. Capital market: supply and demand, interest rate, discount principle and investment decision-making.

14. Entrepreneurial abilities and entrepreneurial income.

15. Economic assets of the enterprise and their sources

16. Assets and liabilities. Accounting accounts

17. The company's balance sheet. Profit and loss account.

18. Key indicators of financial statements

19. Audit

20. Legal entities and their registration

21. Forms of entrepreneurial activity

22. The economic nature, goals of the company. Economic and organizational-legal forms of enterprises

23. Bankruptcy of a commercial enterprise

24. Buyer's market and marketing concept.

25. Market research: market potential, market share, market segmentation and product positioning

26. Complex of marketing activities

27. The role of sales in business efficiency

28. Advertising and its use

29. Equilibrium market price

30. The concept and main types of market structures. Features of the perfect competition market. The behavior of the company in the short and long periods. Pricing.

31. Antimonopoly policy

32. Business planning and business projects

33. Entrepreneurial risk

34. Commodity Exchange and its operations

35. Stock Exchange. Types of securities and transactions with them

36. Trading procedure and formation of transaction prices on stock exchanges.

37. The subject of macroeconomics, the main objectives. National wealth. Types and instruments of macroeconomic policy.

38. Economic policy in conditions of inflation and unemployment

39. Monetary policy. The politics of cheap and expensive money

40. Functions of the tax system. Federal and local taxes

41. Social policy and its main directions. Social charity.

42. Income inequality and its causes. Income maintenance programs.

43. Taxes for an entrepreneur. Taxes for an individual

44. Tax return and its completion

45. Active and passive operations of commercial banks

46. Bank reliability rating

47. Types of interest rates.

48. Credit: essence, forms, principles.

49. Solvency of the bank. Bank bankruptcy

50. The bank's portfolio and management.

51. International trade

52. Joint ventures

53. Free economic zones

54. International scientific and technical relations

- 55. Currency relations
- 56. State regulation of foreign economic activity
- 57. International economic cooperation.

Grading criteria (in points):

During the development of the discipline, 2 boundary controls are carried out, each of which contains two questions from the theoretical course.

- 23-25 points are awarded to the student if detailed answers to questions are given;
- 19-22 points are awarded to the student if minor mistakes are made;
- 11-18 points are awarded to the student if incomplete answers are given;
- 1-10 points are awarded to the student if gross mistakes are made or if there are no correct answers to questions.

Part-time students are allowed to take the test subject to successful completion of testing more than 50%. The test is carried out in the form of a written test.

Grading criteria (in points):

"Credited" is set if detailed answers to the questions are given

"Not counted" is put in case of incomplete answers, making gross mistakes or in the absence of correct answers to questions.

Rating-plan of the discipline

Rating-plan of the discipline is given in Appendix 2.

5. Educational-methodical and informational support of the discipline

5.1. List of basic and additional academic literature, which is necessary for mastering the discipline

Primary literature

1. Bobrova, O. S. Fundamentals of business : textbook and workshop for universities / O. S. Bobrova, S. I. Tsybukov, I. A. Bobrov. — 2nd ed. — Moscow : Yurayt Publishing House, 2022. — 382 p. — (Higher education). — ISBN 978-5-534-13842-9. — Text : electronic // Educational platform Yurayt [website]. (in Russian) — URL: <https://urait.ru/bcode/467018> (дата обращения: 12.01.2022).
2. Grebennikov, P. I. Economics : textbook for universities / P. I. Grebennikov, L. S. Tarasevich. — 5th ed., reprint. and add. — Moscow : Yurayt Publishing House, 2022. — 310 p. — (Higher education). — ISBN 978-5-534-08979-0. — Text : electronic // Yurayt Educational Platform [website]. (in Russian) — URL: <https://urait.ru/bcode/488548> (дата обращения: 12.01.2022).
3. Pavlov, P. V. International business : учебник : [16+] / P. V. Pavlov ; Южный федеральный университет. — Ростов-на-Дону ; Таганрог : Южный федеральный университет, 2019. — 295 с. : ил. — Режим доступа: по подписке. — URL: <https://biblioclub.ru/index.php?page=book&id=577784> (дата обращения: 12.01.2022). — ISBN 978-5-9275-3129-5. — Текст : электронный.

Auxiliary literature:

4. Arustamov, E. A. Fundamentals of business : textbook / E. A. Arustamov. — Moscow : Dashkov and Co., 2021. — 230 p. : ill., tab., schematics. — Access mode: by subscription. (in Russian) [Арустамов, Э. А. Основы бизнеса : учебник / Э. А. Арустамов. — Москва : Дашков и К°, 2021. — 230 с.] — URL: <https://biblioclub.ru/index.php?page=book&id=621620> (дата обращения: 12.01.2022). — Библиогр. в кн. — ISBN 978-5-394-04041-2. — Текст : электронный.
5. Bogatin, Yu. V. Economic management of business : a textbook / Yu. V. Bogatin, V. A. Shvandar. — Moscow : Unity-Dana, 2017. — 391 p. (in Russian) [Богатин, Ю. В. Экономическое управление бизнесом : учебное пособие / Ю. В. Богатин, В. А. Швандар. — Москва : Юнити-

Дана, 2017. – 391 с.] – URL: <https://biblioclub.ru/index.php?page=book&id=615926> (дата обращения: 12.01.2022). – ISBN 5-238-00324-2. – Текст : электронный.

6. Business statistics : textbook and workshop for universities / I. I. Eliseeva [et al.] ; edited by I. I. Eliseeva. — 2nd ed., reprint. and add. — Moscow : Yurayt Publishing House, 2022. - 444 p. (in Russian) [Бизнес-статистика : учебник и практикум для вузов / И. И. Елисеева [и др.] ; под редакцией И. И. Елисеевой. — 2-е изд., перераб. и доп. — Москва : Издательство Юрайт, 2022. — 444 с.] — URL: <https://urait.ru/bcode/490172> (дата обращения: 12.01.2022).

7. Pavlov, P. V. Legal regulation of the economy : учебник : [16+] / P. V. Pavlov ; Южный федеральный университет. – Ростов-на-Дону ; Таганрог : Южный федеральный университет, 2019. – 215 с. : ил. – Режим доступа: по подписке. – URL: <https://biblioclub.ru/index.php?page=book&id=577799> (дата обращения: 12.01.2022). – Библиогр. в кн. – ISBN 978-5-9275-3257-5. – Текст : электронный.

8. Shevaldina, O.Ya. Mathematics in economics : a textbook / O.Ya. Shevaldina. — Yekaterinburg : Ural Publishing House. un-ta, 2016. — 188 p. (in Russian) [Шевалдина, О.Я. Математика в экономике : учебное пособие / О.Я. Шевалдина. — Екатеринбург : Изд-во Урал. ун-та, 2016. — 188 с.] – URL: https://elar.urfu.ru/bitstream/10995/43906/1/978-5-7996-1941-1_2016.pdf

5.2. List of resources of information and telecommunications network "Internet" and software necessary for mastering the discipline, including professional databases and information help systems

1. Electronic library system "Electronic library system of BashSU" - <https://elib.bashedu.ru/>
2. Official website of the BashSU Library - <http://lib.bashedu.ru/>
3. BashSU Centralized Testing System (Moodle) - <http://moodle.bashedu.ru/>
4. The educational platform "Yurayt" - <https://urait.ru/>
5. Electronic library system "University Library online" - <https://biblioclub.ru/>
6. Electronic library system of the publishing house "Lan" - <https://e.lanbook.com/>
7. Scientific Electronic Library - <https://elibrary.ru/>

6. The material and technical base necessary for the implementation the educational process for the discipline

Names of specialized rooms, rooms and laboratories	Activity form	Name of the equipment/software
<i>1</i>	<i>2</i>	<i>3</i>
Rooms 501, 517, 528 or any other room according to the current time table	Lectures	The board for writing, projector and screen
Rooms 517, 503 or any other room according to the current time table	Laboratory	The board for writing, projector and screen
Library, reading halls	Individual work	Internet. The university WebWork server

FEDERAL STATE BUDGETARY EDUCATIONAL INSTITUTION
OF HIGHER EDUCATION
«BASHKIR STATE UNIVERSITY»

CONTENT OF THE WORKING PROGRAM

of the discipline Economic fundamentals of business for semester 8

Activity	Duration
Total duration of the discipline (CUD / hours)	1/36
Academic hours for the work with instructor	18,2
lectures	8
practical/seminar	10
laboratory	
other (consultation in group or individually and other forms of learning activities assuming collaboration of learners with instructor)	0,2
Academic hours for individual work of learners	17,8
Academic hours for preparing to exam/credit test/differentiated credit test (Grading)	

Final grading:

Credit test in semester 8

Item no.	Topic and its content	Learning forms: lectures, seminars, laboratory, and individual work with duration (in academic hours)				Task for individual work of learners	Forms of current grading (colloquia, quizzes, computer tests etc.)
		LEC	SEM	LAB	IND		
1	2	3	4	5	6	8	9
1.	<p>Fundamentals of economics. Basic economic concepts.</p> <p>1. Development of the subject of economics: economy and chrematistics, political economy, economics. Normative and positive economics. Micro- and macroeconomics.</p> <p>2. Economic needs and economic benefits (substitutes and compliments, economic and non-economic, consumer and industrial, private and public).</p> <p>3. Economic resources, or factors of production (labor, land, capital, entrepreneurial abilities). The concept of limited, rare resources.</p> <p>4. Circulation and turnover of capital. Physical and moral wear and tear. Depreciation</p> <p>5. Economic choice, the curve of production opportunities, opportunity cost, or the cost of missed opportunities. Production as a source of economic benefits.</p> <p>6. Supply and demand. The equilibrium price. Fundamentals of consumer behavior</p>	1	1		3	Independent study of the recommended basic and additional literature, Internet sources. Completing tasks for independent work	1) checking answers to questions for independent work, 2) individual survey, 3) problem solving
2.	<p>The markets of factors of production</p> <p>1. Factors of production. The law of decreasing marginal productivity of the factor. Production function.</p> <p>2. Labor market: supply and demand, wages (nominal, real, minimum). Differentiation in remuneration. The role of trade unions in the labor market.</p> <p>3. Land market: supply and demand, land rent (absolute and differential). The price of land. Rent.</p> <p>4. Capital market: supply and demand, interest rate, discount principle and investment decision-making.</p> <p>5. Entrepreneurial abilities and entrepreneurial income.</p>	1	1		3	Independent study of the recommended basic and additional literature, Internet sources. Completing tasks for independent work	1) checking answers to questions for independent work, 2) individual survey, 3) problem solving
3.	<p>Elements of accounting</p> <p>1. Economic assets of the enterprise and their sources. Assets and liabilities. Accounting accounts. Production costs: internal (implicit), external (explicit), accounting, economic, alternative, constant, variable, aggregate (general), average, marginal. A model of cost curves. The rule of minimizing costs.</p> <p>2. The income of the company. Profit: accounting, economic, normal. Profit maximization rule. The company's balance sheet. Profit and loss account.</p> <p>3. Key indicators of financial statements</p> <p>4. Audit</p>	1	1		3	Independent study of the recommended basic and additional literature, Internet sources. Completing tasks for independent work	1) checking answers to questions for independent work, 2) individual survey, 3) problem solving
4.	<p>Legal forms of business enterprises</p> <p>1. Legal entities and their registration</p> <p>2. Forms of entrepreneurial activity</p> <p>3. The economic nature, goals of the company. Economic and organizational-legal forms of enterprises</p> <p>4. Bankruptcy of a commercial enterprise</p>	0,5	1		3	Independent study of the recommended basic and additional literature, Internet sources. Completing tasks for independent work	1) checking answers to questions for independent work, 2) individual survey, 3) problem solving

5.	Market research. Marketing 1. Buyer's market and marketing concept. 2. Market research: market potential, market share, market segmentation and product positioning 3. A set of marketing activities 4. The role of sales in business efficiency 5. Advertising and its use	0,5	1		3	Independent study of the recommended basic and additional literature, Internet sources. Completing tasks for independent work	1) checking answers to questions for independent work, 2) individual survey, 3) problem solving
6.	Entrepreneurship. Business. Market and competition 1. The concept and main types of market structures. Features of the perfect competition market. The behavior of the company in the short and long periods. Pricing. 2. Antimonopoly policy 3. Business planning and business projects 4. Entrepreneurial risk	0,5	1		3	Independent study of the recommended basic and additional literature, Internet sources. Completing tasks for independent work	1) checking answers to questions for independent work, 2) individual survey, 3) problem solving
7.	Exchanges and exchange activities. 1. Commodity Exchange and its operations 2. Stock exchange. Types of securities and transactions with them 3. Trading procedure and formation of transaction prices on exchanges.	0,5	1		2	Independent study of the recommended basic and additional literature, Internet sources. Completing tasks for independent work	1) checking answers to questions for independent work, 2) individual survey, 3) problem solving
8.	Macroeconomics and the need for government regulation. 1. The subject of macroeconomics, the main goals. National wealth. Types and instruments of macroeconomic policy. 2. Economic policy in conditions of inflation and unemployment 3. Monetary policy. The politics of cheap and expensive money 4. Functions of the tax system. Federal and local taxes 5. Social policy and its main directions. Social charity 6. Income inequality and its causes. Income maintenance programs	1	1		2	Independent study of the recommended basic and additional literature, Internet sources. Completing tasks for independent work	1) checking answers to questions for independent work, 2) individual survey, 3) problem solving
9.	Taxation in Russia 1. Taxes for an entrepreneur 2. Taxes for an individual 3. Tax return and its completion	1	1		1,8	Independent study of the recommended basic and additional literature, Internet sources. Completing tasks for independent work	1) checking answers to questions for independent work, 2) individual survey, 3) problem solving
10.	Banks and banking. 1. Active and passive operations of commercial banks 2. Bank reliability rating 3. Types of interest rates 4. Credit: essence, forms, principles 5. Solvency of the bank. Bank bankruptcy 6. Bank's portfolio and management	0,5	0,5		2	Independent study of the recommended basic and additional literature, Internet sources. Completing tasks for independent work	1) checking answers to questions for independent work, 2) individual survey, 3) interactive game

11.	Foreign economic links and relations 1. International trade 2. Joint ventures 3. Free economic zones 4. International scientific and technical relations 5. Currency relations 6. State regulation of foreign economic activity. International economic cooperation	0,5	0,5		2	Independent study of the recommended basic and additional literature, Internet sources. Completing tasks for independent work	1) checking answers to questions for independent work, 2) individual survey, 3) test control
Total hours:		8	10		17,8		

RATING-PLAN OF THE DISCIPLINE

Economic foundations of business
(the name of the discipline according to the working curriculum)

Course of training (speciality) 01.03.02 Applied Mathematics and Informatics

Grade 4, semester 8

Types of educational activities of students	Points for a specific task	Number of tasks per semester	Points	
			minimum	maximum
Module 1				
Current control			0	25
Classroom work	3	3	0	9
Business Game	3	2	0	6
Test control	10	1	0	10
Periodical control				
Written test work		1	0	25
Module 2				
Current control			0	25
Classroom work	3	3	0	9
Business Game	3	2	0	6
Test control	10	1	0	10
Periodical control				
Written test work		1	0	25
Bonus points				
1. Publication of articles	4	1	0	4
2. Participation in conferences, competitions	4	1	0	4
3. Writing abstracts, essays	2	1	0	2
Attendance (points are deducted from the total amount of points scored)				
1. Attending lectures			0	-6
2. Attending practical classroom work (seminar, laboratory classes)			0	-10
Total points				110