

### DESCRIPTION OF THE STUDY SUBJECT

**Title**

<b>ENTERPRISE ECONOMY AND MANAGEMENT</b>
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**Scope of the subject**

Semester	Mode of studies	Structure*				Total number of hours	Number of credits	Group and type of subjects
		L	PS	C	S			
IV	Full-time	32	23	10	68	133	5	Compulsory subjects of the study field
V	Part-time	18	12	35	68	133	5	

\*L – lectures, PS – practical activities, seminars, LW – laboratory work, PR – practice, CP – course paper, C – consultations, S – self-study

**Aim of the subject**

To understand microeconomic and macroeconomic processes of the market and their impact on the activities of the IT enterprise, e-commerce principles; to know the diversity of forms of business organization, legal acts regulating the procedures of their establishment and activities; to apply managerial laws in the activities of the business enterprise; to be able to distinguish environment factors influencing business and to project potential risks; be able to assess the need for resources (financial, human, material) necessary for the activities of the enterprise and effectiveness of the use; to calculate costs (nest cost) of creation of IT products and services, price and profitability.

**Necessary background knowledge for studying the subject**

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**Content of the subject**

Title of the topic and description of the content	Number of contact hours			S	Total number of hours
	L	PS	C		
1. The concept and significance of business. Functions and types of business. The importance of entrepreneurship activities and IT entrepreneurship for small and medium-sized businesses. Factors determining entrepreneurial success.	1	-	-	2	3
2. The impact of microeconomic and macroeconomic processes on the activities of the enterprise. Economic performance results and economic resources. The turnover of products, resources and money in the market economy. Market structures. Competition and its types. The demand and supply, their balance in the market. Main macro-economic problems (unemployment, inflation, economic growth and the cyclical nature). Electronic banking and payments. Functioning of virtual currency.	8	4	2	8	22
3. Business establishment. Business establishment methods: a business license, individual activity, forms of enterprises. The concept and goals of business. Types of enterprises. Establishment and registration of enterprises, organization of activities according to a business license and individual activity. E-commerce.	2	2	-	2	6
4. Management of the enterprise. General functions of the management process. The essence of planning. Strategic planning. Types of plans. Organizational structure and management levels. Types of management structures. The essence and styles of management.	2	2	-	2	6
5. Environment of business organization. Economic balance of enterprise activities. Direct and indirect effect factors of the external environment of the enterprise. Factors of the internal environment. Business risk factors.	2	2	-	2	6
6. Management and organization of work resources. Organization of work. Staff of the enterprise. Number of employees (calculation of the demand) and planning of the structure. Turnover of personnel, ways of search. Principles and patterns of organizing payment for work. Forms of payment for work.	3	3	2	4	12
7. Test.	-	-	2	4	6

Title of the topic and description of the content	Number of contact hours			S	Total number of hours
	L	PS	C		
8. Assets of the enterprise. The concept of assets. Fixed assets, its assessment. Current assets, its structure. Effective use of the working capital.	2	2	-	2	6
9. The economic evaluation of the activities of the enterprise. Costs of the enterprise and their classification. Elements of economic costs. Costs (net cost) and price of development of IT products and services. Revenues and profit of the enterprise. Reimbursement (turning) point. Viability of the company. Corporate bankruptcy. Investment decisions and innovations and their economic assessment.	8	4	2	6	20
10. Financial assessment of the performance of the enterprise. Financing of the business enterprise and its sources: personal capital and borrowed capital. Financing of the business enterprise (loans, credits, financing of current assets, etc.). Profitability, effectiveness of development and installation of information technologies and benefit for the entity of economy and the whole economy.	4	4	2	4	14
<b>Seminar work.</b> "Economic assessment of the activities of IT enterprise operating in the market"				20	20
<b>Preparation and taking the examination</b>				12	12
<b>Total number of hours</b>	<b>32</b>	<b>23</b>	<b>10</b>	<b>68</b>	<b>133</b>

#### Assessment of learning outcomes

Ten-point criteria-based assessment system as well as cumulative assessment using individual cumulative index (ICI) are applied. The overall grade is the sum of grades for intermediate accountings and examination (E) multiplied by weighted coefficients.

$ICI = 0,3 T + 0,3 Sw + 0,4 E$ , where T – test, Sw – seminar work.

#### Recommended literature

Key literature						
No.	Year of publishing	Author(s) and title of the publication	Publishing house	Number of copies and/or internet link		
				ŠŠC library	Other premises	Other libraries *
1.	2013	Antanavičienė J. Verslo įmonės ekonomikos pagrindai	Technologija	4	-	3
2.	2013	Paunksnienė J. Makroekonomika: teorija ir praktika	VGTU leidykla	3	-	4
3.	2012	Šeputienė J. Makroekonomikos teorija	Šiaulių universiteto leidykla	3	1	10
4.	2011	Sakalauskiene L. Įmonių ekonomika	Vilniaus technologijų ir dizaino kolegija	10	-	5
5.	2011	Motienė R., Smolenskienė F. Įmonių ekonomika	Vilniaus technologijų ir dizaino kolegija	40	1	2
6.	2009	Davidavičienė V. Elektroninis verslas	Vilnius: Vėchnika	3	1	5
Additional literature						
No.	Year of publishing	Author(s) and title of the publication	Publishing house and/or internet link			
1.	2014	Dransfield R. Business economics	Taylor and Francis Group			
2.	2012	Rimkuvienė S., Tamošaitienė J. Verslo planavimas ir organizavimas	Technika			
3.	2011	Padgureckienė A. Ekonomikos teorijos pagrindai. Praktinės užduotys.	ŠVK leidykla			
4.	2011	Klapatauskienė J. Elektroninė komercija	KVK leidykla			
Internet sources						
Valstybinė mokesčių inspekcija				www.vmi.lt		
Teisės aktų registras				www.e-tar.lt		

\* ŠAVB – Šiauliai Region Povilas Višinskis Public Library, ŠU – library of Šiauliai University

*Institution: Šiauliai State College*  
*Study programme: Multimedia Technologies*

**Required material resources and their short description**

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| <ul style="list-style-type: none"><li>• <b>Equipment (devices):</b> a computer with Internet access, multimedia projector, calculators.</li></ul> |
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**The description prepared by:**

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