

**SYLLABUS OF THE EDUCATIONAL COMPONENT  
BUSINESS PLANNING AND OWN BUSINESS IN DENTISTRY**

Specialty: **221 «Dentistry»**

Educational and professional program: **«Dentistry»**

Component code in the educational program: **SC 66**

Level of higher education: **second (master's)**

Form of education: **full-time (full-time)**

Year of study: **5**

Semester(s): **9**

Type of educational component: **selective**

Academic year: **2028-2029**

Volume: **3 credits ECTS (90 hours)**

Classes: **lectures, practical classes, consultations**

Summary control: **credit**

Prerequisites: **basic theoretical and practical foundations of understanding the essence and content of business planning and running your own business in the field of dentistry**

Department/division: Department of Public Health and Health Care Management, Nauky Ave., 4, Building A, 3rd floor

Head of the educational component: Associate Professor Maryna Mishchenko, e-mail: mm.mishchenko@kntmu.edu.ua

Educational component page in the KhNMU Distance Learning System (Moodle): <https://distance.kntmu.edu.ua/course/view.php?id=6381>

**DESCRIPTION OF THE EDUCATIONAL COMPONENT**

It involves students mastering the basic concepts and categories of business planning and running their own business in the field of dentistry, its role and significance in the modern world, studying the essence of business planning in the field of dentistry and its main determinants.

**COURSE OBJECTIVE:** higher education students master modern basic knowledge of the theoretical foundations of business planning and running their own business in the field of dentistry, as well as practical skills for their application in the field of organizing their own medical business.

**LEARNING OUTCOMES:**

Analyze and evaluate government, social, and medical information using standard approaches and computer information technologies

**CONTENT OF THE EDUCATIONAL COMPONENT**

**List of lecture topics (6 hours):**

1. Principles of entrepreneurship.
2. The main stages of creating your own dental business.
3. Dental business planning taking into account the organizational and legal form of doing business.

**List of practical training topics (10 hours):**

1. The concept of the business environment and its components.
2. Management of dental entrepreneurship and its strategic direction.
3. Business model CANVAS.
4. Dental enterprise as a legal entity in the legal environment of Ukraine
5. Final lesson

**List of topics for student independent work (74 hours)**

1. The concept of "entrepreneurship" and "business"
2. The role of entrepreneurship.
3. Choosing an entrepreneurial business idea in the process of creating your own dental business.
4. Start-up as a tool for implementing a dental business idea.
5. Types of dental entrepreneurship.
6. Choosing the type of enterprise and substantiating its goals.
7. Mechanisms for establishing your own dental business.
8. Ethics of dental business.
9. Determining your own abilities, prospects and obstacles to implementing a dental business

idea.

10. The essence of entrepreneurial leadership in the modern business environment.
11. Preparing to start a dental business
12. Organizational support for the practical implementation of a dental business idea.
13. Formation of equity.
14. Assessing the market situation and finding your own place in the dental market.
15. Demand and competition in the field of implementing your own business idea.
16. Founding documents and their legal and financial preparation and support in the process of implementing a dental business idea.
17. Registration of a business entity in the field of dentistry and registration of an individual entrepreneur in detail.
18. Marketing management concept.
19. Marketing fundamentals and their implementation.
20. Direct marketing.
21. Network marketing.
22. Partnerships: essence and organizational and legal form.
23. Search and development of a client base when implementing a dental business project.
24. Statutory fund of a dental enterprise and its formation. Team selection and personal planning of dental business projects.
25. Consulting and outsourcing of medical business projects.
26. Identification and minimization of risks of a newly created dental business project. Insurance and risk management.
27. Social responsibility of a dental business project: essence and directions of implementation.
28. Business plan in a market economy system. Structural and logical component of a business plan, sequence of its development and execution in the process of implementing one's own dental business.
29. Development of a financial plan of one's own dental business. Financial forecast of the implementation of a dental business idea.
30. Electronic data processing at a dental enterprise.
31. Individual entrepreneur in the legal field of Ukraine.
32. Legal principles of dental business activity in Ukraine.
33. Licensing and patenting of dental business structures.
34. Regulations and permits for opening a dental enterprise.
35. Special permits.
36. State grant support and assistance from international funds for the implementation of a dental business project.
37. Final lesson

**IW** is aimed at deepening and consolidating theoretical knowledge obtained during classroom training and contributes to the formation of professional competencies. The results of **IW** are subject to control and are included in the final knowledge control.

**Consultations:** online, with prior registration on the course page in the Distance Learning System.

**Teaching methods:** narrative-explanation, conversation, lecture, presentation, videos, discussion, case method.

## EVALUATION

**Current educational activity (CEA).** Assessment of the success of education seekers is carried out in accordance with the Instructions for assessing the educational activity of higher education seekers at KhNMU (<https://knmu.edu.ua/documents/normatyvni-dokumenty-navchalnogo-proczesu/>). The grade for a practical or final lesson is from 2 to 5 points. Submitting assignments late for unwarranted reasons entails a reduction in the grade according to the percentage of delay in time from the time of completing the assignment. Assignments are checked within 24 hours. Grades are

posted in the electronic journal. Unsatisfactory grades are worked out in accordance with the Regulations on the procedure for working out academic classes by KhNMU students ([https://knmu.edu.ua/wp-content/uploads/2021/05/polog\\_vidprac\\_zaniat.pdf](https://knmu.edu.ua/wp-content/uploads/2021/05/polog_vidprac_zaniat.pdf)).

At the end of the semester, the semester average grade is converted into a multiple-point grade (70–120 points) in accordance with Table 1 of the Assessment Instructions (see above). The arithmetic average of the CEA for both semesters constitutes the total learning activity (GEA).

**Individual tasks (IT)** are graded out of 10 points.

**The grade for the educational component** is given only to higher education applicants who have passed all final classes and the credit. The credit score ranges from 120 to 200 points.

**Appealing the results of the final control** is carried out in accordance with the procedure established at the KhNMU ([https://knmu.edu.ua/wp-content/uploads/2021/05/polog\\_apel\\_kontrol.pdf](https://knmu.edu.ua/wp-content/uploads/2021/05/polog_apel_kontrol.pdf)).

### EDUCATION COMPONENT POLICIES

Recommendations for course work: actively participate in all forms of work in classes, devote 1-2 hours daily to independent work and preparation for classes, ask questions during classes, attend consultations, submit assignments on time and complete all forms of control.

Attendance at classes. Attendance at lectures and practical classes is mandatory. The dress code for offline classes is a white medical gown. If the student is more than 5 minutes late for a lecture or practical class, he/she may not be admitted to the class. Missed classes are made up in accordance with the Regulations on the procedure for students of KhNMU to complete academic classes ([chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://knmu.edu.ua/wp-content/uploads/2021/05/pol\\_por-vidprac-zaniat.pdf](chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://knmu.edu.ua/wp-content/uploads/2021/05/pol_por-vidprac-zaniat.pdf)).

Academic integrity. KNMU has a zero tolerance policy towards academic dishonesty. Any violation of the principles of academic integrity entails liability in accordance with the procedure established by KNMU ([https://knmu.edu.ua/wp-content/uploads/2021/05/polog\\_ad-1.pdf](https://knmu.edu.ua/wp-content/uploads/2021/05/polog_ad-1.pdf)).

The use of electronic gadgets and artificial intelligence tools is allowed only with the permission of the teacher.

Policy on individuals with special educational needs. Applicants with special educational needs should contact the teacher to develop an individual educational trajectory.

Teacher response time: 24 hours.

#### **Technical requirements for working on the course:**

- access to a computer, laptop, tablet or smartphone
- a corporate Google account with your own photo
- skills in working with Google Workspace (Google Meet, Docs, Sheets, Slides, Forms) and Moodle

**Technical support:** AMS (ev.shevtsov@knmu.edu.ua), Google (tehotdelknmu@gmail.com), Moodle (al.korol@knmu.edu.ua)

### RECOMMENDED SOURCES

1. Philip Kotler., Kevin Lane Keller. *Marketing Management*. 16th ed. Harlow: Pearson Education, 2022.
2. Louis E. Boone., David L. Kurtz. *Contemporary Business*. Hoboken: Wiley, 2019.
3. Charles E. Bamford., Garrett T. Bygrave. *Entrepreneurship: The Art, Science, and Process for Success*. New York: McGraw-Hill Education, 2018.

Acting Head of the Department of Public Health and Health Care Management

Kateryna Pomohaibo