Course title	60730400-Construction and operation of engineering communications. Entrepreneurship basics
Course/module code	TA4704
Semester in which the course is taught	Semester 7
Assigned instructor	Y. Akhmedova Lecturer, Department of Economics and Management
Language of instruction	Uzbek
Course type	Elective
Study hours (including independent study)	Total: 120 hours Lectures: 24 hours Practical classes: 24 hours Independent study: 72 hours
ECTS	4 ECTS
Course aims and objectives / learning outcomes	The aim of the course is to develop students' entrepreneurial skills and provide the knowledge and practical competencies required to identify market problems, generate a business idea, and independently establish, manage and expand their own business. The objective of the course is to teach the nature of entrepreneurial activity through an integrated, practice-oriented approach. Students first learn to identify market problems and understand customer needs, and then to substantiate their ideas from economic, legal and financial perspectives. Throughout the semester, each student works on one "vertical project" (a continuing project), applying knowledge gained from each topic and practical class to their own business idea. Learning outcomes: • Distinguish between employee and entrepreneurial mindsets (motivation, risk and responsibility) and effectively use opportunities available in Uzbekistan's startup ecosystem (accelerators, incubators and grants). • Balance profit and social impact in business and make decisions based on ethical leadership principles in the era of new technologies (AI). • Identify market problems using Design Thinking and design and test minimum viable product (MVP) scenarios using Lean Startup and Agile methodologies.
Course content (topics)	Lecture topics: 1. Entrepreneurial mindset and identification of business opportunities. — 2 hours 2. Developing a business idea based on a customer problem. — 2 hours 3. Testing a product in the market at minimal cost. 4. Legal formalization and state registration of a business. — 2 hours 5. Taxes paid by entrepreneurs and business recordkeeping. — 2 hours 6. How a business model works. — 2 hours 7. Who is the customer and what do they need? 8. Advertising a product and delivering it to customers. — 2 hours 9. Organizing the sales process and working with customers. — 2 hours 10. Product pricing. — 2 hours 11. Fundamentals of entrepreneurship and professional practice in architecture. — 2 hours 12. Business profit and loss analysis. — 2 hours 13. Preparing a business plan and bringing a product to international markets. 14. Building a team, managing employees and identifying risks. — 2 hours 15. Developing innovative architectural projects and startups. — 2 hours Practical classes: 1. Entrepreneurial mindset and identification of business opportunities. — 2 hours 2. Developing a business idea based on a customer problem. — 2 hours 3. Testing a product in the market at minimal cost. 4. Legal formalization and state registration of a business. — 2 hours 5. Taxes paid by entrepreneurs and business recordkeeping. — 2 hours 6. How a business model works. — 2 hours 7. Who is the customer and what do they need? — 2 hours 8. Advertising a product and delivering it to customers. 9. Organizing the sales process and working with customers. — 2 hours 10. Product pricing. — 2 hours 11. Fundamentals of entrepreneurship and professional practice in architecture. — 2 hours 12. Business profit and loss analysis. — 2 hours 13. Preparing a business plan and bringing a product to international markets.

	14. Building a team, managing employees and identifying risks. — 2 hours 15. Developing innovative architectural projects and startups. — 2 hours Independent study: IS1. Drivers of Uzbekistan's startup ecosystem and current opportunities for young entrepreneurs. — 10 hours IS2. Successful social business models and assessment of their impact on society. — 10 hours IS3. Designing a startup's nine-block model using the Business Model Canvas (BMC). — 10 hours IS4. Methods for creating a unique selling proposition (USP) and competitive advantage. — 10 hours IS5. Organizational and legal forms of small businesses and their distinguishing features. — 10 hours IS6. Testing business ideas using Lean Startup and Agile methodologies. — 10 hours IS7. Taxation of business entities. — 6 hours IS8. State registration of a business. — 6 hours Total: 72 hours.
Student assessment	Assessment is conducted throughout the semester and during the final assessment based on students' mastery of course material. Students are assessed on a five-point scale (a 100-point scale on the electronic platform). The 100 points are allocated as follows: • 50 points — continuous assessment, independent study and midterm assessment; • 50 points — final assessment. Students who earn fewer than 30 points in total from continuous and midterm assessments are not admitted to the final assessment. A student who scores 30 or more points in the final assessment is considered to have passed the course. Independent-study assignments: four assignments worth 5 points each, totaling 20 points. Continuous assessment — 10 points. Midterm assessment — 20 points. Final assessment — 50 points. Total — 100 points.
Requirements for admission to examinations	To be eligible for the final assessment, the student's learning outcomes in independent study must have been assessed. A student who, without a valid reason, misses 25% or more of the classroom hours allocated to lectures and practical classes is not admitted to the final assessment. Students who have fully mastered all course topics are allowed to participate in the final assessment. The final assessment may take the form of a test, an assignment, a written examination or an oral examination; at least 50% of the questions and tasks are drawn from independent-study sources.
Recommended references	Core references: 1. Law of the Republic of Uzbekistan "On Guarantees of Freedom of Entrepreneurial Activity". Current version. https://lex.uz 2. Civil Code of the Republic of Uzbekistan. Current version. https://lex.uz 3. Law of the Republic of Uzbekistan "On Limited and Additional Liability Companies", No. 310-II of 6 December 2001. Current version. https://lex.uz 4. Tax Code of the Republic of Uzbekistan, No. ZRU-599 of 30 December 2019. Current version. https://lex.uz 5. Law of the Republic of Uzbekistan "On Accounting", No. ZRU-404 of 13 April 2016. Current version. https://lex.uz 6. Resolution of the President of the Republic of Uzbekistan "On Measures to Improve the System for Supporting Business Projects Aimed at Youth Entrepreneurship and Employment", No. PP-60 of 14 February 2025. https://lex.uz 7. Resolution of the President of the Republic of Uzbekistan "On Additional Measures to Develop Youth Entrepreneurship and Ensure Employment", No. PP-62 of 14 February 2025. https://lex.uz 8. National Accounting Standard No. 20, "Simplified Accounting Procedures for Small Business Entities". Current version. https://lex.uz 9. PTRI. Curriculum for the course "Fundamentals of Business", based on the "Savings Game" and "Microbusiness Game" simulations. Tashkent, 2025. In collaboration with German Sparkassenstiftung for International Cooperation. 10. Rakhmatullaeva D. R. Organizing Entrepreneurship. Study guide. Tashkent: Tafakkur bo'stoni, 2022. 11. Rakhmatullaeva D. R. Organizing Small Business and Private Entrepreneurship. Study guide. Tashkent, 2025. Additional references: 12. Samadov A. N., Ostanakulova G. N. Small Business and Entrepreneurship. Tashkent: Moliya-iqtisod, 2008. 13. Osterwalder A., Pigneur Y. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Hoboken: Wiley, 2010.

	14. Ries E. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. New York: Crown Business, 2011. 15. Blank S., Dorf B. The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company. Pescadero: K&S Ranch, 2012. 16. Kotler P., Armstrong G. Principles of Marketing. Pearson Education, 2018. 17. Hisrich R. D., Peters M. P., Shepherd D. A. Entrepreneurship. McGraw-Hill Education, 2020. 18. Maurya A. Running Lean: Iterate from Plan A to a Plan That Works. Sebastopol: O'Reilly Media, 2012. Online resources: www.gov.uz; www.lex.uz; www.stat.uz; www.soliq.uz; https://sparkassenstiftung-uzbekistan.org