

**PJSC “Higher Educational Institution
“INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT”**



SYLLABUS
of the academic discipline

FUNDAMENTALS OF ENTREPRENEURIAL ACTIVITY

Level of higher education:	first (bachelor's) level
Field of knowledge:	D Business, Administration and Law
Specialty:	D3 Management
Study program:	Management

General information about the academic discipline

Name of the academic discipline	Fundamentals of entrepreneurial activity
Code and name of the specialty	D3 Management
Level of higher education	First (bachelor's) level
Discipline status	Compulsory
Number of credits and hours	4 credits/120 hours Lectures: 30 hours Seminar classes: 18 hours Independent work by students: 72 hours
Terms of study of the discipline	6 semester
Language of instruction	Ukrainian
Final control type	Exam

General information about the instructor. Contact information.

Full name of the instructor	Liliia Bodenchuk
Academic degree	PhD in Economic Sciences
Position	Head of the Department of Economics and Management
Areas of scientific research	Information-analytical and accounting support for managerial decision-making; entrepreneurship development strategies and business motivation mechanisms in the context of digital transformations and economic instability.
Links to the registers of identifiers for scientists	Google Scholar: https://surl.li/knyqiq ORCID https://orcid.org/0000-0003-3892-3823 SCOPUS https://surl.li/icrvjh
Contact information	
E-mail:	menedzmentuk@gmail.com
Department phone	+380677445957
Instructor's portfolio on the website	https://izmail.maup.com.ua/assets/files/bodenchuk-portfolio-a.pdf

Discipline's description.

The subject of the academic discipline “Fundamentals of entrepreneurial activity” is

the study of methods and approaches to the organisation of entrepreneurial activity and factors influencing its development. One of the main directions of market transformations in the Ukrainian economy is the development of entrepreneurship. As a special form of business activity, entrepreneurship is an important source for the formation of a new, effective, socially oriented economic structure in society. The course covers the general foundations of the emergence and development of entrepreneurship, its content and role in economic development, the resolution of social issues, and the implementation of private initiative.

The subject of the discipline is a system of theoretical knowledge and practical principles concerning the essence, content, principles, organisational forms and mechanisms of entrepreneurial activity in a market economy. It covers the study of entrepreneurship as an economic phenomenon and social institution, the peculiarities of its functioning in various sectors of the economy, the formation of an entrepreneurial environment, the choice of the optimal organisational and legal form of business, as well as the principles of planning, financing, accounting, risk management and responsibility in entrepreneurial activity. Particular attention is paid to the formation of entrepreneurial thinking, the development of business ideas, the preparation of business plans and ensuring the effective functioning of business entities, taking into account economic, legal and ethical requirements.

The aim of the discipline is to provide students with a systematic understanding of entrepreneurship as a special type of economic activity, to develop entrepreneurial thinking, initiative and the ability to make independent decisions in a market environment. The course is aimed at acquiring basic knowledge about the organisation, planning, management and legal support of entrepreneurial activity, as well as practical skills in developing business ideas, drawing up business plans, assessing risks and effectively managing entrepreneurial projects.

The objectives of the discipline:

1. Study the types and characteristics of entrepreneurial activity;
2. Study the legal status of entrepreneurs based on the study of the legislative framework for entrepreneurial activity in Ukraine;
3. Study the principles of organisation and economics of entrepreneurship;
4. Conduct a comparative analysis of the organisational and legal forms of entrepreneurship;
5. Evaluate the basic principles of ethics and motivation in entrepreneurship;
6. Familiarise with the policy of social responsibility of business.

Prerequisites for the discipline.

The study of the academic discipline “Fundamentals of entrepreneurial activity” is based on the knowledge and skills acquired by students in the following disciplines: “Business Economics”, “Management”, “Business Planning and Start-up Creation”, “HR Management”, “Accounting and Auditing”, “Digital Technologies in Management”.

Post-requisites for the discipline.

The knowledge and skills acquired by students in the process of studying the academic discipline “Fundamentals of entrepreneurial activity” contribute to the successful study by higher education students of a number of other academic disciplines aimed at developing professional knowledge and skills: “Fundamentals of business management”, “Operational management”, “Fundamentals of project management”, “Strategic enterprise management”, and others.

Program competences

General competences	GC4. Ability to apply knowledge in practical situations.
Special competences	SC1. Ability to identify and describe the characteristics of an organization. SC2. Ability to analyze the performance results of an organization and compare them with the influencing factors of the external and internal environment. SC14. Understanding the principles of psychology and the ability to apply them in professional activities.
Intended learning outcomes	ILO6. Demonstrate skills in searching for, collecting, and analyzing information, and calculating indicators to justify managerial decisions. ILO12. Evaluate the legal, social, and economic implications of an organization's operations. ILO18. Demonstrate skills in analyzing the effectiveness of management of operational, marketing, foreign economic activity of the enterprise, justify the directions of its future development for the preparation and presentation of analytical reports.

Content of the academic discipline

№	Topics	Number of hours, of which:			Methods	
		Lec ture s	Sem inar s	Indep ende nt work	Teaching methods	Assessment methods
6 th semester						
Content Module 1. Enterprise and business						
1.	The place of entrepreneurship in society	4	2	6	Lecture with discussion elements, analytical reading of articles	Oral questioning, mini-essays

2	Types of entrepreneurship	4	2	6	Visualisation of examples, group work (classification)	Testing, presentation of work results
3	Organisational forms of entrepreneurship	4	2	6	Case study, demonstration of registration documents	Case analysis, written answers to questions
4	Small business	2	2	6	Guest lecture by an entrepreneur, discussion	Reflective essay, participation in discussion
5	Peasant (farmer) economy	2	1	6	Watching videos, discussing the legislative framework	Written report, testing
6	International entrepreneurship	2	1	6	Situation analysis (SWOT), country presentations	Presentation in pairs, evaluation of SWOT analysis
7	State regulation of entrepreneurial activity	2	2	6	Working with regulatory acts, mini-lecture	Testing, written response to practical task
2. Practical aspects of entrepreneurial activity						
8	Mechanism for starting your own business	2	2	6	Process modelling, brainstorming	Model defence (oral), individual process map
9	Business planning in entrepreneurial activity	2	1	6	Teamwork on a business plan, mini-training	Defence of the business plan, self-assessment of participation
10	Financing and taxation of entrepreneurship	2	1	6	Analysis of real cases, problem solving	Test, calculation task
11	Ethical and social responsibility of entrepreneurship	2	1	6	Discussion, video viewing, case analysis	Essay, discussion of situations
12	Entrepreneurial risks	2	1	6	Working with risk scenarios, group modelling	Oral presentation of solutions, evaluation of options
Module Assessment Task						
Total		30	18	72		
Final assessment: exam						

Technical equipment and/or software – official website of IAPM:

<http://IAPM.com.ua> The educational process involves the use of classrooms, a library, a multimedia projector, and a computer for conducting lectures and seminars

with presentation elements. Studying individual topics and completing practical tasks requires access to internet resources, which is provided through a free Wi-Fi network.

Forms and methods of assessment.

Assessment of students' academic performance is divided into ongoing and final (semester) assessment.

Ongoing assessment is conducted during practical (seminar) classes and is aimed at systematically checking the understanding and assimilation of theoretical material, as well as the ability to apply theoretical knowledge when completing practical tasks. The possibilities of ongoing assessment are extensive: it can support learning motivation, stimulate educational and cognitive activity, enable a differentiated approach to teaching, and ensure individualization of the learning process.

Forms of student participation in the educational process subject to ongoing assessment include:

- oral reports;
- comments and questions to the speaker;
- consistent performance in seminar classes and active participation in discussions;
- participation in debates and interactive learning activities;
- analysis of legislation and academic literature;
- written assignments (tests, quizzes, creative tasks, essays, etc.);
- preparation of theses and summaries of academic or scientific texts;
- independent study of course topics.

Methods of ongoing assessment include: oral assessment (interview, discussion, report, presentation, etc.); written assessment (tests, essays, written presentations on assigned topics, etc.); combined assessment; presentation of independent work; observation as a method of assessment; testing; analysis of problem situations.

Grading system and requirements.

Table of distribution of points received by students

	Ongoing knowledge assessment												Modular assessment task	Exam	Total points
Topics	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	Topic 11	Topic 12			
Work in a seminar	3	2	2	3	2	2	3	2	2	3	2	2	20	40	100
Independent work	1	1	1	1	1	1	1	1	1	1	1	1			

The table contains information about the maximum points for each type of assignment.

When assessing the mastery of each topic within ongoing educational activities, students receive marks in accordance with the approved assessment criteria for the respective discipline.

The criteria for evaluating learning outcomes and the distribution of points are regulated by the Regulations on the Assessment of Students' Academic Achievements at PJSC "HEI IAPM".

Modular assessment. Modular assessment in the discipline "Fundamentals of entrepreneurial activity" is conducted in written form as testing using closed-type test items, including alternative and matching formats.

Criteria for evaluating the modular test in the academic discipline "Fundamentals of entrepreneurial activity":

When evaluating the modular test, the volume and correctness of the completed tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- the grade "good" (B) is given for the completion of 80% of all tasks;
- the grade "good" (C) is given for the completion of 70% of all tasks;
- the grade "satisfactory" (D) is given if 60% of the proposed tasks are completed correctly;
- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;
- the grade "unsatisfactory" (FX) is given if less than 50% of the tasks are completed.

Absence from the modular test work - 0 points.

The above grades are transformed into rating points as follows:

- "A" - 18-20 points;
- "B" - 16-17 points;
- "C" - 14-15 points;
- "D" - 12-13 points.
- "E" - 10-11 points;
- "FX" - less than 10 points.

The final semester assessment in the academic discipline "Fundamentals of entrepreneurial activity" is a mandatory form of evaluating student learning outcomes. It is conducted within the period established by the academic schedule and covers the volume of material defined in the course syllabus.

The final assessment is administered in the form of an exam. A student is admitted to the exam only if all required coursework specified in the syllabus has been completed.

The final (semester) grade for a discipline assessed by examination consists of two components: the results of ongoing assessment and the exam grade.

The maximum number of points for ongoing assessment is 60, and the maximum for the exam is 40.

The minimum number of points required to pass the exam is 25.

The grade for ongoing assessment is formed as the sum of rating points earned by the student during seminar/practical classes and any incentive (bonus) points, if applicable.

After evaluating a student's exam responses, the instructor adds the exam score to the points earned for ongoing assessment to determine the final grade for the course.

Scale for the assessment of exam tasks

Scale	Total points	Criteria
Excellent level	30–40	The task is completed with high quality; the student has achieved the maximum score in the assessment of theoretical knowledge.
Good level	20–29	The task is completed with high quality and a sufficiently high proportion of correct answers.
Satisfactory level	10–19	The task is completed with an average number of correct answers; the student has demonstrated theoretical knowledge with significant errors.
Unsatisfactory level	0–9	The task is not completed; the student has demonstrated theoretical knowledge with major errors.

Assessment of additional (individual) types of educational activities.

Additional (individual) types of educational activity include student participation in scientific conferences, research societies and problem groups, preparation of publications, and other activities beyond the tasks defined in the syllabus of the academic discipline.

By decision of the department, students who engage in research work or complete certain types of additional (individual) educational activities may receive incentive (bonus) points for a specific educational component.

Incentive points are not mandatory and are not included in the standard point distribution table or the main assessment scale.

A single event may serve as the basis for awarding incentive points for only one educational component – the one to which it is most relevant.

Assessment of independent work

The total number of points earned by a student for completing independent work is one of the components of academic performance in the discipline. Independent work for each topic, in accordance with the course program, is evaluated

within the range of 0 to 1 points using standardized and generalized knowledge assessment criteria.

Scale for evaluating the performance of independent work (individual tasks)

The maximum possible assessment of independent work (individual tasks)	Execution level			
	Excellent	Good	Satisfactory	Unsatisfactory
1	1	0,75	0,5	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations, and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparation of summaries on independently studied topics; testing or written examinations; preparation of draft articles, conference abstracts, and other publications; other forms that ensure comprehensive assimilation of the study program and contribute to the gradual development of skills for effective independent professional (practical, scientific, and theoretical) activity at a high level.

To assess the learning outcomes of a student during the semester, a 100-point, national and ECTS assessment scale is used

Summary assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment for exam, course project (work), internship	
		National scale assessment for exam, course project (work), internship	For pass/fail (credit)
90 – 100	A	excellent	pass
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking	fail unsatisfactory with the possibility of retaking

0 – 34	F	unsatisfactory with mandatory re-study of the discipline	fail unsatisfactory with mandatory re-study of the discipline
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Discipline's Policy:

- regularly attend lectures and practical classes;
- work systematically and actively in lectures and practical classes;
- catch-up on missed classes;
- perform the tasks required by the syllabus in full and with appropriate quality;
- perform control and other independent work;
- adhere to the norms of academic behaviour and ethics.

The academic discipline “Fundamentals of entrepreneurial activity” requires adherence to the principles of ethics and academic integrity, with particular emphasis on preventing plagiarism in all its forms. All written assignments, reports, essays, abstracts, and presentations must be original, authored by the student, and not overloaded with quotations, which must be accompanied by references to primary sources. Violations of academic integrity include academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

Student assessment is based on participation and activity in seminar/practical classes, completion of independent work tasks, and performance of assignments aimed at developing practical skills and competencies. Additional (bonus) points may be awarded for activities such as participation in round-table discussions, scientific conferences, or student research competitions.

Methodological support of the academic discipline

Teaching and methodological support for the discipline includes lecture notes, methodological guidelines for conducting practical (seminar) classes, and methodological recommendations for students' independent work in the academic discipline “Fundamentals of entrepreneurial activity”.

Recommended sources of information:

Basic literature (legislative and regulatory acts):

1. Commercial Code of Ukraine: Law of Ukraine dated 16 January 2003 No. 436-IV // Verkhovna Rada of Ukraine. – Official publication. – URL: <https://zakon.rada.gov.ua/laws/show/436-15>
2. Civil Code of Ukraine: Law of Ukraine dated 16 January 2003 No. 435-IV // Verkhovna Rada of Ukraine. – Official publication. – URL: <https://zakon.rada.gov.ua/laws/show/435-15>
3. Tax Code of Ukraine: Law of Ukraine dated 2 December 2010 No. 2755-VI //

- Verkhovna Rada of Ukraine. – Official publication. – URL: <https://zakon.rada.gov.ua/laws/show/2755-17>
4. Law of Ukraine "On Entrepreneurship": Law of Ukraine dated 07.02.1991 No. 698-XII // Verkhovna Rada of Ukraine. – Official publication. – URL: <https://zakon.rada.gov.ua/laws/show/698-12>
 5. Law of Ukraine "On Limited and Additional Liability Companies": Law of Ukraine dated 06.02.2018 No. 2275-VIII // Verkhovna Rada of Ukraine. – Official publication. – URL: <https://zakon.rada.gov.ua/laws/show/2275-19>
 6. Law of Ukraine "On Joint Stock Companies": Law of Ukraine dated 27.07.2022 No. 2465-IX // Verkhovna Rada of Ukraine. – Official publication. – URL: <https://zakon.rada.gov.ua/laws/show/2465-20>
 7. Law of Ukraine "On State Registration of Legal Entities, Individual Entrepreneurs and Public Organisations": Law of Ukraine dated 15 May 2003 No. 755-IV // Verkhovna Rada of Ukraine. – Official publication. – URL: <https://zakon.rada.gov.ua/laws/show/755-15>
 8. Law of Ukraine "On Licensing of Economic Activities": Law of Ukraine dated 2 March 2015 No. 222-VIII // Verkhovna Rada of Ukraine. – Official publication. – URL: <https://zakon.rada.gov.ua/laws/show/222-19>
 9. Law of Ukraine "On the Development and State Support of Small and Medium-Sized Enterprises in Ukraine": Law of Ukraine dated 22.03.2012 No. 4618-VI // Verkhovna Rada of Ukraine. – Official edition. – URL: <https://zakon.rada.gov.ua/laws/show/4618-17>
 10. Law of Ukraine "On Protection of Economic Competition": Law of Ukraine dated 11 January 2001 No. 2210-III // Verkhovna Rada of Ukraine. – Official publication. – URL: <https://zakon.rada.gov.ua/laws/show/2210-14>
 11. Law of Ukraine "On Protection of Consumer Rights": Law of Ukraine dated 12 May 1991 No. 1023-XII // Verkhovna Rada of Ukraine. – Official edition. – URL: <https://zakon.rada.gov.ua/laws/show/1023-12>

Additional literature:

1. Bodenchuk L. B., Bodenchuk P. S., Nidelchu V. V. Formation of a profit management system for an enterprise / *Economy and Society*, 2023, No. 50, p. — DOI: 10.32782/2524-0072/2023-50-25.
2. Goy I. V., Smelyanska T. P. *Entrepreneurship. Textbook.* – Kyiv: TUL, 2019. – 368 p.
3. Gontareva I. V. *Entrepreneurship: Textbook.* – Kharkiv: V. N. Karazin Kharkiv National University, 2021. – 392 p.
4. Karpyuk H. I. *Fundamentals of Entrepreneurship: Textbook* — contains theoretical principles of entrepreneurship, legal foundations, algorithms for starting your own business, adapted content for vocational schools. — 2020.
5. Collective monograph edited by I. V. Yurko, V. I. Misyukeyvych, P. Yu. Balaban. *Main trends and prospects for the development of entrepreneurship in Ukraine — an analytical study of the current state and prospects of entrepreneurship in Ukraine.* — Poltava: PUET, 2022.
6. Liganenko I., Bodenchuk L. *Small and medium-sized businesses and digital*

- platforms: opportunities and threats / European Scientific Journal of Economic and Financial Innovation, 2021, No. 1(7). – DOI: 10.32750/2021-0101
7. Marchenko V. M., Bilorus T. V., Okhrimenko I. I. Fundamentals of entrepreneurial activity: textbook. – Kyiv: Igor Sikorsky KPI, 2022. – 515 p.
 8. Mokhonko G. A. Organisation of Entrepreneurial Activity: A Study Guide. Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, 2022. 61 p.
 9. Fundamentals of Entrepreneurship: Textbook / [Bilyak T.O., Biryuchenko S.Yu., Buzhymyska K.O. et al.]; edited by N.V. Valinkevich. Zhytomyr: Zhytomyr State Technological University, 2019. 492 p.
 10. Fundamentals of Entrepreneurship: Textbook / [Bilyak T.O., Biryuchenko S.Yu., Buzhymyska K.O., et al.]; edited by N.V. Valinkevich. Zhytomyr: Zhytomyr State Technological University, 2019. 492 p.
 11. Ostapchuk T. P., Dubinska O. S., Kucheruk G. Yu. Entrepreneurship and Business Fundamentals: Practical Guide. – Zhytomyr: Zhytomyr Polytechnic, 2023. – 280 p.
 12. Pedko A. Fundamentals of Entrepreneurship and Business Culture. – Kyiv: Centre for Educational Literature. – 2019. – 168 p.
 13. Chervinska L. P., Bazilyuk B. G. Human Resource Management in the Context of Corporate Social Responsibility. Monograph. 2018. KNEU. 220 p.
 14. Chervinska L. P., Chervinska T. M. Key directions of modern management development. Publishing House "Helvetica". Issue 2 (65), 2022. P. 19-23.
 15. Chervinska L.P. Transformation of management systems in the context of digitalisation, international scientific and practical conference on innovative methods of economic management in the context of business digitalisation. 10 October 2024. pp. 123-124.
 16. Chervinska L.P. Personnel motivation management. Monograph. KNEU 2015. 222 p.
 17. Chervinska L.P., Chervinska T.M. Mechanism of public administration in the field of developing social responsibility of business. Scientific works of MAUP. Political sciences and public administration. Publishing house Gelvetika. Issue 1(60), 2021. P. 61-67.
 18. Anderson D. Customer Experience Quotes That Will Make You A Better Marketer. 10 September 2015.
 19. Dees J. The Meaning of "Social Entrepreneurship" [Electronic resource] / J. Duke. – Mode of access: https://centers.fuqua.duke.edu/case/wpcontent/uploads/sites/7/2015/03/Article_Dees_MeaningofSocialEntrepreneurship_2001.pdf
 20. Hopkins T. Selling in Tough Times. Secrets to Selling When No One Is Buying / T. Hopkins. – Grand Central Publishing, 2010. – 272 p.
 21. The rise of the social enterprise : 2018 Deloitte Global Human Capital Trends [Electronic resource]. – Mode of access: https://www2.deloitte.com/content/dam/insights/us/articles/HCTreds2018/2018-HCTrends_Rise-of-the-social-enterprise.pdf
 22. Thornley, V. The Facts on U.S. Social Enterprise [Electronic resource] / V. Thornley. – Mode of access:

http://www.huffingtonpost.com/ben-thornley/socialenterprise_b_2090144.html

Information resources:

1. National Repository of Academic Texts – a resource for searching for contemporary Ukrainian educational and scientific materials URL: <https://nrat.ukrintei.ua>
2. NBUV (V. I. Vernadsky National Library of Ukraine) – scientific resources and archive of periodicals URL: <http://www.nbu.gov.ua>
3. OECD iLibrary – <https://www.oecd-ilibrary.org> – Statistics and analytics on economic development, markets, macroeconomics
4. Official website of the State Statistics Service of Ukraine — <https://www.ukrstat.gov.ua> Current macroeconomic indicators, reports, statistical bulletins.
5. Ministry of Economy of Ukraine — <https://www.me.gov.ua> Economic policy documents, strategies, state programmes.
6. National Bank of Ukraine — <https://bank.gov.ua> Analytics on monetary policy, inflation, exchange rates.