

**PJSC "Higher Education Institution" INTERREGIONAL ACADEMY OF
PERSONNEL MANAGEMENT"**

Danube branch



SYLLABUS

of the academic discipline (selective)

WOMEN'S ENTREPRENEURSHIP AND LEADERSHIP

Specialty **D3 Management**

Educational level: **First (bachelor's) level**

Educational program: **Management**

General information about the academic discipline

| | |
|----------------------------------|---|
| Name of the discipline | Women's Entrepreneurship and Leadership |
| Code and name of specialty | D3 Management |
| Level of higher education | First (bachelor's) level |
| Discipline status | Selective |
| Number of credits and hours | 3 credits / 90 hours Lectures: 20 Seminars/practical classes: 14 Students' independent work : 56 |
| Terms of study of the discipline | 7 semester |
| Language of instruction | Ukrainian |
| Type of final control | Pass/fail (credit) |

General information about the teacher. Contact information.

| Bodenchuk Liliya Borysivna | |
|---------------------------------------|--|
| Academic degree | PhD in Economics |
| Credentials | Head of the Department of Economics and Management |
| Disciplines taught by the NCE | Economic theory Accounting and auditing Basics of business activity Fundamentals of Business Management |
| Areas of scientific research | Information, analytical and accounting support for managerial decision-making; Entrepreneurship Development Strategies and Business Motivational Mechanisms in the Context of Digital Transformations and Economic Instability |
| Links to ID registers for scientists | Google Academy https://scholar.google.com/citations?user=LDDXEa0AAAAJ&hl=ru&authuser=1 ORCID https://orcid.org/0000-0003-3892-3823 SCOPUS https://surl.li/icrvjh |
| Contact information: | |
| E-mail: | menedzmentuk@gmail.com |
| Contact phone number | +380677445957 |
| Instructor's portfolio on the website | https://izmail.maup.com.ua/assets/files/bodenchuk-portfolio-a.pdf |

Discipline's description.

The course "Women's Entrepreneurship and Leadership" is aimed at developing practical skills for creating and managing your own business, as well as the formation of an authentic leadership style. The discipline focuses on business modeling tools, attracting

investment, and using modern technologies (including AI) to scale women's projects in a dynamic market.

The subject of the discipline is the process of forming leadership potential, the patterns of creation, development and management of entrepreneurial structures headed by women, as well as specific tools for overcoming barriers in the modern business environment.

The aim of the discipline is to form a holistic system of knowledge about the specifics of women's entrepreneurship and the development of applied skills necessary for the successful launch of startups, effective team management and the development of strategies for personal and professional growth.

The objectives of the discipline are to master the methodology of generating and testing business ideas through the prism of sustainable development and social responsibility. The course provides for an in-depth study of financial instruments to support women's businesses, the development of personal branding strategies and the mastering of effective networking methods. innovations to optimize the operational processes of the enterprise.

As a result of studying the selective educational component "Women's Entrepreneurship and Leadership", applicants must:

Know:

- key stages of the life cycle of a women's business project and the Lean Canvas methodology;
- specific sources of funding, grant programs and investment opportunities for women;
- concepts of emotional intelligence and authentic leadership;
- mechanisms for building professional networks and the role of mentoring in business;
- algorithms for using AI tools for marketing analysis and business process management..

Be able to:

- form viable business models based on their own entrepreneurial idea;
- develop effective Pitch Decks for communication with investors and partners;
- to design a strategy for the personal brand of the leader in the digital space;
- apply digital services and artificial intelligence to automate routine tasks;
- to model individual trajectories of professional development and balance of life roles.

Prerequisites for the discipline. The discipline is based on the knowledge gained during the study of such mandatory components as "Jurisprudence", "Management", "Macroeconomics" and "Fundamentals of Business Management".

Post-requisites for the discipline. The acquired competencies will be critical for the successful completion of pre-graduation practice, the preparation of the final qualification

work, and will also become the foundation for the independent implementation of business initiatives and professional activities in managerial positions.

Content of the academic discipline

| № | Topic name | Teaching Methods/Assessment Methods |
|--------------------------------------|---|---|
| Topic 1 | Women's Entrepreneurship Ecosystem: Global and National Contexts | <p>Teaching methods:</p> <ul style="list-style-type: none"> – Analysis of real success stories. – analysis of management situations regarding finances and risks. – practicing the skills of public speaking and presentation of ideas. – development of your own startup from idea to MVP. – meetings with current entrepreneurs and mentoring support. – using AI for marketing and business automation. <p>Assessment methods:</p> <ul style="list-style-type: none"> – assessment of the conciseness and persuasiveness of the presentation of a business idea. – checking the quality of structuring the business model of the project. – Assessment of the strategy for positioning the leader in the network. – Testing knowledge of legislation and financial management. – Comprehensive assessment of a ready-made business plan or inclusiveness concept. |
| Topic 2 | The Psychology of Female Leadership: From Overcoming Internal Barriers to Authentic Style | |
| Topic 3 | Business Idea Generation and Design Thinking in Women's Entrepreneurship | |
| Topic 4 | Strategic planning and business modeling | |
| Topic 5 | Financial literacy and investment attraction for women's projects | |
| Topic 6 | Building a personal brand of a female leader and communication strategies | |
| Topic 7 | Digital tools and AI to optimize women's businesses | |
| Topic 8 | Networking and mentoring: building supportive professional communities | |
| Topic 9 | Team Management and Emotional Intelligence in Leadership | |
| Topic 10 | Resilience Management: Stress Resistance and Life Role Balance | |
| Module Assessment Task | | |
| Final assessment: pass/fail (credit) | | |

Technical Equipment and Software.

Multimedia equipment (projector, computer) is used to visualize the educational material during lectures and seminars. Practical tasks and in-depth study of individual topics are provided by access to the Internet through free Wi-Fi coverage.

Forms and methods of assessment.

The system of assessment of applicants' knowledge includes current and final (semester) control.

Current assessment is carried out systematically during practical and seminar classes in order to check the level of assimilation of theoretical foundations, the formation of diagnostic and forecasting skills.

Forms of student participation in the educational process that are subject to ongoing control.

Students' participation in the educational process is realized through oral presentations, presentations of analytical research, reports on the results of case studies, as well as active involvement in professional discussions and brainstorming. The written component of the work includes the performance of control and test tasks, the preparation

of analytical notes, abstracts and notes based on the materials of lectures and independent study.

Methods of ongoing assessment include:The methodological tools of control combine oral forms (surveys, interviews) and written types of work (reports, calculation tasks, building models). The assessment is also based on observing the activity of applicants in solving problem situations, checking the results of the presentation of individual projects, and conducting testing with open and closed types of tasks.

Grading system and requirements.
Table of distribution of points received by students*

| Topics | Ongoing knowledge assessment | | | | | | Final control | | Total points |
|-------------------------|------------------------------|--------------------------|------------------------|------------------------|--------------------------|----------------------------|------------------------|------------|--------------|
| | Seminar 1 (Topic 1.2) | Seminar 2 (Topic 3,4) | Seminar 3 (Topic 5) | Seminar 4 (Topic 6) | Seminar 5 (Topic 7,8) | Seminar 6 (Topic 9, 10) | Module assessment task | Pass /Fail | |
| Work in a seminar class | 6 | 6 | 6 | 6 | 6 | 6 | 20 | 20* | 100 |
| Independent work | 4 | 4 | 4 | 4 | 4 | 4 | | | |

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

Assessment Criteria and Procedure

Assessment of students' educational achievements is carried out in accordance with the current Regulations on Assessment in a Higher Education Institution.

Modular Assessment. Modular Assessment (MA) is carried out at the final lesson of each content block in the form of written testing.

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

- grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- grade "good" (B) is given for completing 80% of all tasks;
- grade "good" (C) is given for completing 70% of all tasks;
- the grade "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;
- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are correctly completed;
- An "unsatisfactory" (FX) rating is given if less than 50% of the tasks are completed.
- Failure to appear for the unit test - 0 points.

The above scores are converted 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 discipline "Women's Entrepreneurship and Leadership" is a mandatory form of assessment of students' learning outcomes. It is carried out within the terms determined by the curriculum and covers the amount of material determined by the course program.

The final assessment is carried out in the form of a test. A student who has completed all the necessary work is admitted to the semester assessment.

The final grade is given based on the student's learning outcomes during the semester. The student's assessment consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all the required tasks and received a score of 60 points or higher receive a grade corresponding to the grade received, without additional testing.

For students who have completed all the necessary tasks, but received a score below 60 points, as well as for those who want to improve their score (result), the teacher conducts the final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Evaluation of Additional (Individual) Educational Activities

Additional (individual) types of educational activities include the participation of applicants in the work of scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc., in excess of the scope of tasks that are established by the relevant work program of the academic discipline.

By the decision of the department, students who participated in research work and performed certain types of additional (individual) types of educational activities can be awarded incentive (bonus) points for a certain educational component.

Assessment of independent work (Maximum — 4 points)

The total number of points received by a student for independent work is one of the components of academic success in the discipline. Independent work on each topic, according to the course program, is evaluated in the range from 0 to 4 points using standardized and generalized criteria for assessing knowledge.

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

| Maximum possible assessment of independent work (individual tasks) | Execution level | | | |
|--|-----------------|------|--------------|----------------|
| | Excellent | Good | Satisfactory | Unsatisfactory |
| 4 | 4 | 3 | 2 | 0-1 |

Forms of assessment include: current assessment of practical work; current assessment of knowledge acquisition based on oral answers, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects that require the development of practical skills and competencies (optional format); solving situational problems; preparation of resumes on independently studied topics; testing or written exams; preparation of draft articles, conference abstracts and other publications;

other forms that ensure a comprehensive assimilation of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activities at a high level.

To assess the learning outcomes of a higher education applicant 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 | For pass/fail (credit) |
| 90 – 100 | A | excellent | pass |
| 82 – 89 | B | good | |
| 75 – 81 | C | | |
| 68 – 74 | D | satisfactorily | |
| 60 – 67 | E | | |
| 35 – 59 | FX | unsatisfactory with the possibility of reassembly | fail unsatisfactory with the possibility of retaking |
| 0 – 34 | F | unsatisfactory with mandatory re-study of the discipline | fail with mandatory re-study of the discipline |

Discipline's Policy

Successful mastering of the educational component "Women's Entrepreneurship and Leadership" requires high self-discipline and a responsible attitude to the educational process from students. Prerequisites are regular attendance of lectures and practical classes, active participation in classroom work, as well as timely and high-quality performance of all types of independent and control tasks provided for by the program. In case of missing classes or obtaining unsatisfactory results, the student is obliged to liquidate academic debt by working out the relevant topics.

An integral part of education is strict adherence to the norms of academic ethics and culture of behavior. The educational process is based on the principles of academic integrity, which involves the exclusive independent performance of all written works, reports and presentations. Any borrowings of thoughts or texts of other authors should be accompanied by correct references to primary sources. Within the course of the course, any manifestations of academic dishonesty are unacceptable, including plagiarism, self-plagiarism, fabrication and falsification of data, cheating, deception, bribery or biased evaluation.

Recommended sources of information

Basic literature:

1. On ensuring equal rights and opportunities for women and men: Law of Ukraine of 08.09.2005, No 2866-IV. URL: <https://zakon.rada.gov.ua/laws/show/2866-15>.
2. On approval of the action plan for the implementation of the obligations of the Government of Ukraine, undertaken within the framework of the international initiative "Biarritz Partnership" to establish gender equality: Order of the Cabinet of Ministers of Ukraine of 16.12.2020, No 1578-r. URL: <https://zakon.rada.gov.ua/laws/show/1578-2020-r>.
3. On approval of the State Strategy for Ensuring Equal Rights and Opportunities for Women and Men for the Period up to 2030 and Approval of the Operational Plan for its

- Implementation for 2022–2024: Order of the Cabinet of Ministers of Ukraine dated 12.08.2022 No. 752-r. URL: <https://zakon.rada.gov.ua/laws/show/752-2022-r>.
4. Gender Disparities in Ukraine During the War. National Institute for Strategic Studies. URL: <https://niss.gov.ua/news/komentari-ekspertiv/henderni-dysproportsiyi-v-ukrayini-pid-chas-viyny>.
 5. Gender indicators of the economy. State Statistics Service of Ukraine. URL: https://www.ukrstat.gov.ua/druk/publicat/kat_u/2021/2021_Indukator-Monitor.pdf.
 6. Assessment of the state of women's entrepreneurship in the Odesa region: analysis of obstacles and barriers 2024. CF "Right to Protection", LLC "Company "Pro-Consulting" URL: https://r2p.org.ua/storage/documents/bf52ffe5eb56665bb50f203537b82247922bfd3b_original.pdf.
 7. A new GEM report on women's entrepreneurship highlights the importance of breaking stereotypes and seizing opportunities. URL: https://moz.gov.ua/storage/uploads/e01170db-206e-46eb-b049-5bbcd9260449/Slovyk_web_version.pdf

Additional literature:

1. Almhamad G. Factors Influencing Women's Entrepreneurship in Developing Countries. How far are we from supporting women's entrepreneurship? *Acta Academiae Beregsasiensis. Economics.* 2023. № 4. Pp. 591–604 DOI: <https://doi.org/10.58423/2786-6742/2023-4-591-604>.
2. Women-led businesses in 2023: YouControl research. *Diia.Business.* URL: https://business.diia.gov.ua/news/biznes_ocholiuvanyi_zhinkamy_u_2023_rotsi.
3. Karp O. Role of Women in Economic Recovery: Socio-Economic Challenges and Opportunities. *Kyiv Economic Scientific Journal.* 2025. No. 9. Pp. 98–103 DOI: <https://doi.org/10.32782/2786-765X/2025-9-13>
4. Korobka S. V. Trends in the Development of Women's Entrepreneurship: New Horizons and Opportunities. *Problems of Modern Transformations. Series: Economics and Management.* 2024. № 11. DOI: <https://doi.org/10.54929/2786-5738-2024-11-04-09>.
5. Assessment of the state of women's entrepreneurship in the Odesa region: analysis of obstacles and barriers 2024. CF "Right to Protection", LLC "Company "Pro-Consulting" URL: https://r2p.org.ua/storage/documents/bf52ffe5eb56665bb50f203537b82247922bfd3b_original.pdf.
6. Needs and Problems of Ukrainian Women Entrepreneurs in the Context of a Full-Scale War: Report within the Framework of the Good Governance Fund Project "Revitalization of the Business Climate in Ukraine". *KSE.* URL: https://kse.ua/wp-content/uploads/2024/01/Problemi_ta_viklivi_zhinok_pidpriyemits_310124.pdf.

Information resources:

1. The State Statistics Service of Ukraine (section "Gender Statistics") is official data on employment, the level of remuneration and representation of women and men in various sectors of the economy of Ukraine.
2. The Diia.Business platform (section "Women's Entrepreneurship") — practical cases, educational series, and analytical reports on the role of women in the modern business environment.

3. The official website of the United Nations (UN Women) provides access to international reports, gender equality standards, and "Gender Mainstreaming" strategies in a global context.
4. The Gurt Resource Center is a database of applied materials, trainings and methods for the implementation of non-discrimination and inclusion policies in organizations.
5. Gender Data Portal (World Bank Group) is an interactive database of the World Bank that allows you to compare gender indicators of the labor market in Ukraine with other countries of the world.
6. The portal of the European Institute for Gender Equality (EIGE) is a methodological recommendation for conducting a gender audit and developing gender equality plans (GEP) for enterprises.