PJSC ‘Higher Educational Institution
’Interregional Academy of Personnel Management"

МАУП

SYLLABUS OF THE ACADEMIC DISCIPLINE
‘SPECIFIC FEATURES OF ENTREPRENEURSHIP BY TYPES OF ECONOMIC ACTIVITY”

Speciality: D3 Management

Educational level: first (bachelor’s) level

Study programme: Management

MAUP 2025

General information about the academic discipline

Name of the academic course	Specific Features of Entrepreneurship by Types of Economic Activity
Code and name of the speciality	D3 'Management'
Level of higher education	first (bachelor's) level of Higher Education
Status of the discipline	Optional
Number of credits and hours	3 credits / 90 hours Lectures: 20 Seminar classes: 14 Independent work of students: 56
Terms of study of the discipline	semester
Language of instruction	Ukrainian
Type of final assessment	Credit
Page of the discipline on the website	https://ks.maup.com.ua/en/pro-nas/akredytacija/akredytacija-menedzhment-2026

General information about the lecturer. Contact information

Name, surname	
Scientific degree	
Academic title	
Position	
Disciplines taught by NPP	
Areas of scientific research	
Links to identifier registers for scientists	https://scholar.google.com/citations?user=Vdvg5GgAAAAJ&hl=ru https://orcid.org/0000-0002-1651-9750
Contact information of the lecturer :	
E-mail:	
Contact phone number	
The teacher's portfolio on the website of the department /Institute /Academy	

Course Annotation

The course is aimed at developing students' theoretical knowledge and practical skills regarding the specific features of entrepreneurial activity across various sectors of the economy, taking into account regulatory, organizational, financial, and technological aspects.

Subject of the Course

The subject matter of the discipline comprises the system of economic, organizational, legal, and managerial relations arising in the process of conducting entrepreneurial activity in different types of economic activities. It also includes the specific features of the establishment, functioning, and development of enterprises, considering sectoral characteristics, market environment, and State regulation.

Course Objectives

The main objectives of the course are: to familiarize students with the classification of types

of economic activities in accordance with international and national standards; to examine the specific characteristics of entrepreneurial activity in industry, agriculture, services, IT, trade, and other sectors; to analyse regulatory and legal frameworks governing entrepreneurship in different sectors; to identify risks and development prospects of businesses in various segments of the economy; to explore innovative approaches to entrepreneurship in the context of digital transformation.

Course Aim

The aim of the discipline is to develop a comprehensive system of knowledge regarding the organization and implementation of entrepreneurial activity in various types of economic activities.

The course also aims to develop practical skills in analysing sector-specific business characteristics, selecting effective entrepreneurial decisions, and applying modern management tools in accordance with market conditions and regulatory requirements.

Prerequisites

The course **"Specific Features of Entrepreneurship by Types of Economic Activity"** requires prior knowledge and skills acquired in the following disciplines: Economic Theory, Microeconomics, Macroeconomics, Fundamentals of Entrepreneurship, Management, Marketing, Corporate Finance, Law

Postrequisites (Learning Outcomes After Course Completion)

Upon completion of the course, students will be able to: analyse the specific features of conducting business in various sectors of the economy; identify key success factors and risks in entrepreneurial activity; develop business strategies considering sectoral characteristics;

General competences	**GC 3.** Ability to use information and communication technologies. **GC 7.** Ability to think abstractly, analyse, and synthesise information.
Special competences	**SC 1.** Ability to select and apply management concepts, methods, and tools, including in accordance with defined objectives and international standards. **SC 9.** Ability to analyse and structure organisational problems, make effective managerial decisions in business, and ensure their implementation.
Learning outcomes	**PLO 1.** Critically evaluate, select, and apply appropriate scientific, methodological, and analytical tools for management in unpredictable conditions. **PLO 2.** Identify organisational problems and justify appropriate methods for their resolution. **PLO 8.** Apply specialised software and information systems to solve organisational and business management tasks. **PLO 14.** Initiate and implement changes in management systems and business models in response to digital transformation of the environment, ensuring compliance with intellectual property rights.

Content of the academic discipline (full-time education)

Course Content	**Teaching Methods**
Module 1. Theoretical and Regulatory Foundations and Sectoral Features of Entrepreneurship	The course employs a combination of traditional, analytical, research-oriented, and interactive teaching methods to ensure achievement of the intended learning outcomes: Verbal methods**:** academic lecture, guided discussion, structured academic debate; Inductive and deductive methods; Analytical and synthetic methods;
Topic 1. Essence and Classification of Entrepreneurial Activity.	
Topic 2. State Regulation and Support of Entrepreneurship by Types of Economic Activity.	
Topic 3. Industrial Entrepreneurship:	

Production Processes and Technological Specificities.	Practical methods: work with economic models, statistical data, and graphical analysis; Explanatory-illustrative method; Reproductive method (guided application of acquired knowledge); Problem-based learning method; Partially exploratory (heuristic) method; Research method; Interactive methods: analysis of economic situations, discussions, debates, brainstorming, situational modelling, and modelling skill development; Case-study method: analysis of real economic situations, problem identification, development of managerial solutions, and construction of analytical models; Simulation of professional activity: development of economic models, forecasting, and scenario modelling. **Assessment Methods** Student performance is evaluated through a combination of formative and summative assessment methods aligned with the intended learning outcomes: Oral assessment: oral questioning, evaluation of participation in discussions and interactive activities; Written assessment: quizzes, independent assignments, analytical tasks, essays; Test-based assessment: closed-format tests (alternative-choice tests, matching tests, data and model analysis tasks); Self-assessment and reflective evaluation methods; Case-task assessment; Project and laboratory assessment: modelling of economic processes and forecasting tasks.
Module 2. Contemporary Business Models and International Dimensions of Entrepreneurship	
Topic 5. Commercial Entrepreneurship: Traditional and E-Commerce Forms of Trade.	
Topic 6. Innovative Entrepreneurship: IT Business, Start-ups, and Technological Trends.	
Topic 7. Financial and Managerial Specificities of Business Across Economic Sectors.	
Topic 8. International Aspects of Entrepreneurship and Entry Strategies into Global Markets.	

Teaching and Learning Technologies

The course incorporates innovative educational technologies, including: information and communication technologies (ICT); student-centred learning approaches; project-based learning; a combination of traditional and interactive teaching methods.

Among the applied instructional formats are:

visualised lecture; problem-based lecture; seminar-discussion; seminar-dialogue; independent research work; analysis and solution of situational professional tasks (case study method); other interactive and research-oriented learning activities.

These approaches aim to foster analytical thinking, practical skills development, and professional competence formation.

Technical Facilities and Software

The educational process is supported by equipped classrooms, access to the institutional library, multimedia projectors, and computers used for delivering lectures and seminars with presentation components.

The study of selected topics and completion of practical assignments require access to

Internet-based information resources, which is ensured through free Wi-Fi access available on campus.

Where appropriate, students use specialised software and digital tools for modelling, statistical data processing, and analytical tasks.

Forms and Methods of Assessment

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

Continuous Assessment

Continuous assessment is conducted during practical and seminar classes and is aimed at systematically evaluating: understanding and mastery of the theoretical foundations of economic processes; ability to apply knowledge for model construction and economic data analysis; skills in diagnosing and forecasting economic processes; ability to use specialised software for modelling and statistical data processing.

Forms of Student Participation Subject to Continuous Assessment: presentations and analytical reports on economic processes; oral case-study reports; comments and questions during peer responses; consistency of preparation and active engagement in seminars; participation in discussions, brainstorming sessions, and other interactive formats; analysis of economic data, statistical indicators, and economic-mathematical models; written assignments (tests, analytical papers, essays); preparation of summaries, тезиси (analytical briefs), and analytical notes; independent study of course topics and lecture materials.

Methods of Continuous Assessment

Oral assessment: questioning, interviews, presentations, reports; Written assessment: quizzes, analytical reports, essays, modelling or statistical tasks;

Combined assessment: integration of oral and written components to evaluate theoretical knowledge and practical skills; presentation of independent research or case analysis; observation of academic engagement and participation;

Test-based assessment: closed and open-ended tasks, analysis of graphs and models; problem-based assessment (analytical cases, scenario modelling of economic processes).

Evaluation system and requirements.

Table of distribution of points received by students of higher education*

1st semester

Topics	**Ongoing knowledge assessment**										**Final control**		
											Modular control work	**Credit ****	**Total number of points**
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*	100
Work in a seminar class	3	3	3	3	3	3	3	3	3	3			
Independent work	3	3	3	3	3	3	3	3	3	3			

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

When assessing the mastery of each topic for the current academic activity, applicants are given grades based on the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievement of

Higher Education Students at PJSC ‘Higher Educational Institution ’MAUP".

Modular control is carried out in the last class of the module in written form, in the form of a test.

Criteria for assessing the modular test in the academic discipline ‘Organization of the work of a manager:

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

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

Failure to attend the module test results in 0 points.

The above grades 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.

Final Semester Assessment

The final semester assessment in the course “Specific Features of Entrepreneurship by Types of Economic Activity” is a mandatory component of evaluating students’ learning outcomes. It is conducted within the timeframe established by the academic calendar and covers the full scope of material defined by the course syllabus.

The final assessment is conducted in the form of a test. Only students who have completed all required coursework and assessment tasks are admitted to the final semester assessment.

The final grade is determined based on the student’s academic performance throughout the semester. It consists of:

- points accumulated through continuous assessment;
- incentive (bonus) points awarded in accordance with institutional regulations.

Students who have completed all required tasks and obtained 60 points or higher receive the corresponding final grade without additional testing.

Students who have completed all required tasks but obtained fewer than 60 points, as well as those wishing to improve their grade, are required to complete a final test administered during the last scheduled class of the semester.

Assessment of Additional (Individual) Learning Activities

Additional (individual) learning activities include participation in:

- scientific conferences;
- student research groups and academic clubs;
- problem-focused research groups;
- preparation of academic publications;
- national academic Olympiads and competitions;
- international competitions and other scholarly activities exceeding the requirements of the course syllabus.

By decision of the department, students who actively participate in research activities or complete additional individual academic tasks may be awarded incentive (bonus) points for the respective educational component.

Assessment of Independent Study

The total number of points obtained for independent study constitutes an integral component of the overall academic performance in the course.

Independent work for each topic, in accordance with the course syllabus, is assessed within a range of 0 to 3 points, based on standardized and generalised assessment criteria evaluating the level of knowledge acquisition and analytical competence.

Assessment scale for independent work (individual assignments) assessment criteria.

Maximum possible grade for independent work (individual assignments)	Level of implementation			
	Excellent	Good	Satisfactory	Unsatisfactory
3	3	2	1	0

Assessment forms include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral answers, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competences (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum 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 higher education students during the semester, a 100-point, national and ECTS assessment scale is used

Final assessment scale: **national and ECTS**

Total points for all types of educational activities	**ECTS rating**	**Assessment on a national scale**	
		for exams, course projects (assignments), practical training	for credit
90 – 100	A	excellent	passed
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking the exam	Failed with the possibility of retaking the exam
0 – 34	F	unsatisfactory with mandatory retaking of the course	Failed with mandatory retaking of the course

Course Policy

For successful completion of the course **"**Specific Features of Entrepreneurship by Types of Economic Activity"**,** students are expected to regularly attend lectures and practical classes; actively and systematically participate in lectures and seminars; make up missed classes or unsatisfactory grades obtained during coursework; complete all assignments required by the instructor in full and ensure their appropriate academic quality; complete tests and other independent assignments; comply with standards of academic conduct and professional ethics.

Academic Integrity Policy. The course requires strict adherence to principles of academic ethics and integrity, including a clear commitment to preventing plagiarism in any form. All written works, reports, essays, research papers, and presentations must be original and independently prepared by the student. The use of quotations must be properly referenced to primary sources and should not constitute the majority of the work. Violations of academic integrity include, but are not limited to: academic plagiarism; self-plagiarism; fabrication; falsification; cheating; deception; bribery; biased or unfair assessment practices.

Cases of academic misconduct are addressed in accordance with institutional regulations and national quality assurance standards.

Recommended sources of information.
Basic literature:

1.Gontareva I. IN. Entrepreneurship: education. manual — Kyiv: Center for Educational Literature, 2021.
2.Krupska L. P., Tymchenko I. E., Chorna T. AND. Entrepreneurship: study guide. — Kyiv: KNEU, 2020.
3.Hura N. O. Accounting of types of economic activity: textbook. — Kyiv: Center for Educational Literature, 2022.
4.Basics of entrepreneurship: study guide /ed. O. O. Maslak. — Poltava : PNPU, 2019.
5.Drucker P. F. Innovation and Entrepreneurship. — New York : Harper Business, 2006.
6.Ries E. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. — New York : Crown Business, 2011.
7.Osterwalder A., Pigneur Y. Business Model Generation. — Hoboken : John Wiley & Sons, 2010.
8.Sinek S. Start with Why: How Great Leaders Inspire Everyone to Take Action. — New York : Portfolio, 2009.
9.Thiel P., Masters B. Zero to One: Notes on Startups, or How to Build the Future. — New York : Crown Business, 2014.

Academic resources:
1. A repository of academic articles, such as Google Scholar or ResearchGate, to search for relevant scientific research and publications from the course.
2. ARCher – institutional repository of open access of representatives of Yuriy Fedkovich Chernivtsi National University. URL: https://archer.chnu.edu.ua/.

Other information resources
1.Official websites of state administration bodies of Ukraine:
1.Verkhovna Rada of Ukraine – https://rada.gov.ua
2.Cabinet of Ministers of Ukraine – https://www.kmu.gov.ua
3.Office of the President of Ukraine – https://www.president.gov.ua
4.Ministry of Economy of Ukraine – https://www.me.gov.ua)
5.Ministry of Finance of Ukraine – https://mof.gov.ua
6.Ministry of Digital Transformation of Ukraine – https://thedigital.gov.ua
7.State Tax Service of Ukraine – https://tax.gov.ua
8.National Bank of Ukraine – https://bank.gov.ua
9.State Statistics Service of Ukraine – https://www.ukrstat.gov.ua
10.State Regulatory Service of Ukraine – https://www.drs.gov.ua
11.State Property Fund of Ukraine – https://www.spfu.gov.ua
2. Portals for entrepreneurs and businesses:
1.Portal «Action.Business» – https://business.diia.gov.ua
2.Official site Action – https://diia.gov.ua
3.Ukrainian Startup Fund – https://usf.com.ua
3. Official websites of international organizations:
1. United Nations Department of Statistics — http://unstats.un.org/
2.Interstate Statistical Committee of the Commonwealth of Independent States - http://www.cisstat.com/
3.International Association for Statistics (IAOS) — http://isi.cbs.nl/
4.International Institute of Statistics (ISI) — http://isi.cbs.nl/
5. Organisation for Economic Cooperation and Development (OESD) http://www.oecd.org/
6. Statistical Office of the European Commonwealth — http://europa.eu.int/

4.Official sites of research institutes and centers, search engines:

1.Database of Ukrainian legislation on the Internet – www.lawukraine.com
2.Institute of Global Strategies – www.igls.com.ua
3.Institute of Economic Research and Political Consultations – www.ier.kiev.ua
5.Official websites of scientific and electronic libraries in Ukraine:

1.Electronic library – www.lib.com.ua
2. Vernadskyi National Library of Ukraine www.nbuv.gov.ua
3.National Parliamentary Library – www.alpha.rada.kiev.ua

Professional sites:

1.Prometheus – https://prometheus.org.ua
2.Coursera (Entrepreneurship Courses) https://www.coursera.org/courses?query=entrepreneurship
3.EdEra – https://www.ed-era.com/
4.Udemy (Entrepreneurship Courses) https://www.udemy.com/courses/business/entrepreneurship/

Analytical resources and business platforms:

1.Delo.ua – https://delo.ua
2.Economic truth – https://www.epravda.com.ua
3.Forbes Ukraine – https://forbes.ua

Business incubators and startup ecosystem:

1.YEP! Startup Incubator – https://yepworld.org
2.Ukrainian Startup Fund – https://usf.com.ua
3.Startup Grind Kyiv – https://www.startupgrind.com/kyiv/