

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**  
**Lesya Ukrainka Volyn National University**  
**Faculty of Economics and Management**  
**Department of Economics and Trade**

**SYLLABUS**

**selective educational component**

**SOCIAL ENTREPRENEURSHIP**

*Preparation of Doctor of Philosophy (PhD)*

*Field of Study: 07 Management and Administration*

*Specialty: 076 Entrepreneurship, Entrepreneurship, Trade and Exchange Activities*

*Educational and Professional Program: Entrepreneurship, Trade and Exchange Activities*

Lutsk – 2024

**Syllabus of the Selective Educational Component SOCIAL ENTREPRENEURSHIP** Doctor of Philosophy (PhD) in the Field of Study 07 Management and Administration, specialty 076 Entrepreneurship, Trade and Exchange Activities, according to the educational and professional program Entrepreneurship, Trade and Exchange Activities.

**Developer:** Doctor of Economics, Professor, Head of the Department of Economics and Trade – Pavlova Olena Mykolaivna

**Weather:**

Guarantor of EP Entrepreneurship, Trade



Olena PAVLOVA

**The Department of Economics and Trade approved the syllabus of the educational component.**

Protocol № 1 dated 28.08.2024

Head of the Department



Olena PAVLOVA

## I. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Name of indicators	Field of knowledge, speciality, educational and professional Program, educational level	Characteristics of the educational component
<b>Full-time</b>	<i>07 Management and Administration, specialty 076 Entrepreneurship and Trade, according to the educational and professional program Entrepreneurship, Trade and Exchange Activities.</i>	<b>Selective</b>
<b>Number of hours/credits</b> 120/4		<b>Year of study</b> 2
		<b>Semester</b> 4
<b>INDZ:</b> none		<b>Lectures</b> 10 hours.
		<b>Practical</b> 14 hours.
		<b>Independent work</b> 88 hours.
<b>Language of instruction</b>		<b>Consultations</b> 8 hours.
	<b>Form of control:</b> credit	
<b>Language of instruction</b>		<b>English</b>

## II. TEACHER INFORMATION

**Name:** Pavlova Olena Mykolaivna

**Scientific degree:** Doctor of Economics

**Academic title:** Professor

**Position:** Head of the Department of Economics and Trade

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**Electronic schedule:** <https://ps.vnu.edu.ua/cgi-bin/timetable.cgi>

## III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

1. **Annotation of the educational component.** This selective educational component is devoted to the study of social entrepreneurship as an innovative approach that combines business methods with solving social problems. The component reveals the principles of creating sustainable models, where the profit obtained is not the ultimate goal but a means to achieve positive social change and sustainable development.

The course program analyses the stages of a social enterprise's life cycle, from identifying an urgent social problem and developing a mission to attracting impact investments and measuring social impact. Modern business models (for example, hybrid, integration), features of personnel management, and marketing strategies in socially responsible business are also considered. Studying the component will allow applicants to acquire the skills of strategic thinking, project management, and ethical leadership necessary to build a successful enterprise that creates value for both the market and society.

2. **Purpose and objectives of the educational component.** This selective component aims to form the knowledge and practical skills necessary for developing and implementing socially oriented business projects. The course aims to teach students to identify current social problems, create sustainable business models, attract investments, and measure social impact, allowing them to become effective social entrepreneurs.

**The educational component's objectives are** to study the theoretical foundations of social entrepreneurship and form practical skills necessary for the successful implementation of social projects. In particular, this includes the ability to identify current social problems, develop sustainable business models to solve them, master methods of attracting funding, and effectively assess social impact. In addition, the course aims to develop project management skills and ethical leadership, which are key to activities in this area.

### 3. *General Competencies*

**GC01.** The ability to solve complex problems in the field of entrepreneurial, trade, and exchange activities based on a systematic scientific worldview and a general cultural outlook, while adhering to the principles of professional ethics and academic integrity.

**GC03.** The ability to work autonomously.

**GC04.** The ability for interpersonal interaction.

### *Specialized Competence*

**SC02.** The ability to produce and justify new ideas, hypotheses, and models, and to make scientifically grounded decisions in entrepreneurial, trade, and exchange activities.

**SC05.** The ability for critical re-evaluation and development of modern theories, methodologies, research objects, and practices, using a systemic approach that takes into account non-economic aspects from various fields of knowledge in entrepreneurial, trade, and exchange activities.

**SC06.** The ability to apply modern information and communication technologies (information systems, cloud technologies, communication technologies for data transmission and exchange), instruments and equipment (including computer hardware, hardware-software complexes) necessary for innovative research, pedagogical, and professional activities in entrepreneurial, trade, and exchange structures of large scale and/or complex structure, specialized databases, and ICT tools.

### *Program Learning Outcomes*

**PLO04.** To develop and research conceptual, mathematical, and computer models of processes and systems, effectively using them to obtain new knowledge and/or create innovative products in the field of entrepreneurship, trade, and exchange activities, as well as in related interdisciplinary areas.

**PLO06.** To make effective, ethical, and socially responsible decisions, and to ensure leadership, autonomy, and interpersonal interaction in their implementation within professional activities.

**PLO07.** To analyze and evaluate the status and development trends of entrepreneurship, trade, and exchange activities, applying modern methodologies, methods, and tools to solve topical problems in professional practice.

**PLO10.** To initiate, develop, and implement scientific and/or innovative projects that enable the re-evaluation of existing knowledge and/or the acquisition of new holistic knowledge, solving problems in entrepreneurship, trade, and exchange activities while taking into account ethical, social, economic, environmental, and legal aspects.

### 4. **Structure of the educational component.**

<b>Names of content modules and topics</b>	<b>Jus t</b>	<b>Lek</b>	<b>Practice</b>	<b>By oneself. Rob.</b>	<b>Cons</b>	<b>*Form Control/ Ball</b>
Content module 1. Strategic approaches to social business						
Topic 1. Hybrid Business Models in Social Entrepreneurship: Combining Commercial Sustainability and Social Mission.	25	2	2	20	1	RZ/K, O, WED / 16 points

Topic 2. Impact investments are a key source of financing social projects in Ukraine.	23	2	4	16	1	RZ/K, O, WED / 16 points
Topic 3. Methodology for measuring the social impact of enterprise activities.	22	2	2	16	2	RZ/K, O, WED / 16 points
Total for module 1						48 points
<b>Content module 2. Innovative approaches to the social model of entrepreneurship</b>						
Topic 4. Marketing strategies of social enterprises: from attracting customers to shaping social change.	24	2	4	16	2	RZ/K, O, WED / 16 points
Topic 5. The role of social entrepreneurship in solving environmental problems.	26	2	2	20	2	RZ/K, O, WED / 16 points
Total by module 2						32 points
<b>Final test work</b>						RPC / 20 points
<b>Total Hours / Points</b>	<b>120</b>	<b>10</b>	<b>14</b>	<b>88</b>	<b>8</b>	<b>max 100 points</b>

*Form of control\*: O – survey, RZ/K – solving practical problems, cases, SR – independent work of the applicant, RMG – work in small groups, PKR – final control work.*

### **5. Tasks for self-study.**

Independent work is a form of organising the educational process in which students perform the planned tasks independently under the methodological guidance of the teacher.

The tasks of independent work offered to students include:

1. Study of lecture material.
2. Work with recommended literature.
3. Preparation for practical classes, work in small groups, and testing.
4. Control test of knowledge by questions for self-control.

#### IV. EVALUATION POLICY

***Class Attendance Policy:*** Class attendance is mandatory. Students must comply with the deadlines set for the performance of all types of work provided for by the syllabus.

Training can take place during this period online or according to an individual plan in agreement with the teacher for objective reasons (e.g., illness, international internship, participation in scientific events, etc.).

The student must diligently perform tasks and actively participate in the educational process.

***Policy on the enrollment of the results of formal, non-formal and informal education*** is determined by the Regulation on the Recognition of Results Obtained in Formal, Non-Formal and/or Informal Education into Lesya Ukrainka Volyn National University.

***The policy on academic integrity*** is outlined by the Regulation on the System for the Prevention and Detection of Academic Plagiarism in the Scientific and Educational Activities of Higher Education Applicants, Doctoral Students, Scientific, Pedagogical and Scientific Workers of Lesya Ukrainka Volyn National University and the Code of Academic Integrity of Lesya Ukrainka Volyn National University

***Deadline and retake policy:*** if the student did not attend separate classroom classes (for good reasons), at the consultations, he has the right to work out the missed classes and get the number of points determined for the missed topics.

***Policy on additional (bonus) points: students*** can be awarded additional (bonus) points, which are counted as the results of current control of a maximum of 15 points for the following types of work: published scientific article in professional journals of Ukraine or peer-reviewed foreign journals – 10 points; publication of abstracts – with a speech at the conference – 5 points, without a speech – 3 points; preparation and participation in the all-Ukrainian stage of subject Olympiads, all-Ukrainian and international competitions of student scientific works – 7 points; victory in the All-Ukrainian stage of subject Olympiads, All-Ukrainian and international competitions of student scientific works – 15 points; submission of project applications for participation in student exchange programs, scholarship programs, summer and winter schools, etc. – 7 points.

#### V. FINAL CONTROL

The semester credit is given to students based on the results of all types of planned educational work on a 100-point scale. On the test date, the teacher writes down in the statement the sum of current points that the student has scored during the current work (scale from 0 to 100 points).

If an education applicant has scored less than 60 points during his current work, he takes a credit during the liquidation of academic debt. In this case, the points scored during the current assessment are cancelled.

Retaking the final control of the educational component is carried out as a written answer to one theoretical question (30 points) and the solution of two situational exercises (35 points each). The maximum score for the test is 100 points.

The schedule of the educational process establishes the terms of the final semester control.

***List of questions for the test***

1. What is social entrepreneurship, and how does it differ from traditional business?
2. What are the key characteristics of a social entrepreneur?
3. What are the main social and environmental problems that can be solved with the help of an entrepreneurial approach?
4. What is the difference between a social enterprise, a charitable organisation and corporate social responsibility?
5. How can social entrepreneurship contribute to achieving the UN Sustainable Development Goals?
6. What are the main models of social entrepreneurship (for example, hybrid, integration)?
7. How can a social enterprise ensure its financial stability?
8. How to identify a social problem that can become the basis for a business model?
9. What are the internal and external factors that influence the success of a social enterprise?
10. What innovative approaches do social entrepreneurs use to create value?
11. What are impact investments, and how do they differ from traditional investments?
12. What are the most affordable sources of funding for social enterprises in Ukraine?
13. How can a social enterprise prepare an investment request to attract funding?
14. What is the concept of "social bank lending"?
15. What are the criteria for assessing the investment attractiveness of a social enterprise?
16. How do we measure the social impact of a social enterprise?
17. How to take SROI (Social Return on Investment)?
18. What indicators can be used to assess the success of a social mission?
19. How can "social washing" be prevented?
20. What are the most common social impact reporting methods?
21. How do social enterprises build their brand identity?
22. What marketing strategies are the most effective for promoting social projects?
23. How can we attract customers willing to pay more for goods/services with a social mission?
24. How Does Social Media Help Social Entrepreneurs Achieve Their Goals?
25. What is the concept of "cause-related marketing"?
26. What legislative initiatives are necessary for the development of social entrepreneurship in Ukraine?
27. What role do incubators and accelerators play in supporting social startups?
28. How can cooperation with government and non-governmental organisations contribute to the success of a social enterprise?
29. What are examples of successful social enterprises in Ukraine and abroad?
30. What are the main challenges and trends that await social entrepreneurship soon?

## VI. GRADING SCALE

Evaluation of the final control results in the form of a test is carried out in the manner prescribed by the system of knowledge control adopted at the University on a 100-point scale, with transfer to linguistic assessment.

Score in points	Linguistic assessment
90 – 100	Zarakhovano
82 – 89	
75 81	
67 74	
60 66	
1 – 59	Not credited (retake required)

**Criteria for evaluating learning outcomes:**

*60-100 points (enrolled):* The applicant has the conceptual and factual apparatus of the educational component to the extent necessary for further training and future work in the speciality, can perform the tasks provided for by the syllabus, is familiar with the primary recommended literature; when performing tasks, mistakes are made, but the applicant demonstrates the ability to eliminate them.

*1-59 points (not enrolled):* The applicant has the conceptual and factual apparatus of the educational component at the elementary level, but the theoretical content of the course has not been mastered, the necessary practical skills have not been formed, and most of the tasks provided for by the syllabus have not been completed or contain gross errors.

**VII. RECOMMENDED LITERATURE AND INTERNET RESOURCES**

1. Voronkova V.G., Postemska O.V. Social Entrepreneurship: Essence and Modern Approaches to Its Development: Monograph. Zaporizhzhia: ZNTU, 2019. 216 p. (in Russian).
  2. Saensus V.K. Social Entrepreneurship as an Innovative Tool for Solving Social Problems. Economics and Law. 2021. № 2. Pp. 67–75 (in Russian).
  3. Pavlovsky A.I. Social Entrepreneurship as a Tool of Sustainable Development. Manual. Kyiv: KNEU, 2020. 190 p. (in Russian).
  4. Zinchenko O.I. Role of impact investing in developing social entrepreneurship in Ukraine. Finance of Ukraine. 2022. № 1. Pp. 82–90 (in Russian).
  5. Methodological recommendations for the development of social entrepreneurship in Ukraine. Kyiv: Ministry of Social Policy of Ukraine, 2021. 78 p. (in Russian).
  6. Semiv L.K. Social Entrepreneurship in Ukraine: Theory and Practice. Social Economy. 2019. № 3. Pp. 112–120.
  7. Lyalina O.M. Models of financing social enterprises: diss Cand. Econ. Sci. : 08.00.04. Lviv, 2020. 205 p. (in Russian).
  8. Skrypnyk G.V. Measurement of Social Impact of Social Enterprises. Manager. 2021. № 4. Pp. 56–63 (in Russian).
  9. The Concept of Social Entrepreneurship Development in Ukraine. Approved by the Order of the Cabinet of Ministers of Ukraine dated 24.01.2020, No. 41-r. URL: <https://zakon.rada.gov.ua/laws/show/41-2020-%D1%80#Text>.
  10. Petrenko A.S., Melnyk O.V. Legal Aspects of Social Enterprises in Ukraine. Bulletin of the Kyiv National University. 2022. № 1(5). Pp. 134–140 (in Russian).
  11. Ukrainian Social Academy. Report on the state and development of social entrepreneurship in Ukraine. 2023. URL: <https://social-academy.com.ua/report>.
  12. Krupskyi O.P. Marketing strategies of social enterprises. Marketing in Ukraine. 2021. № 5. Pp. 78–85 (in Russian).
- Internet resources*
1. Google Data Studio Tutorials. URL: <https://lookerstudio.google.com>
  2. Power BI Documentation. URL: <https://learn.microsoft.com/en-us/power-bi/>
  3. Tableau Learning Resources. URL: <https://www.tableau.com/learn/training>