



V. N. Karazin Kharkiv National University

Institute of International Education for Study and Research

“APPROVED”

Acting director of Institute of International Education  
for Study and Research

Oleksandr KAGRAMANIAN



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### ENTREPRENEURSHIP IN THE FIELD OF EDUCATION COURSE SYLLABUS

level of higher education	third (educational and scientific)
branch of knowledge	01 Education / Pedagogy
specialty	011 Educational, pedagogical sciences
educational program	Educational, Pedagogical sciences
type of discipline	on request
a year of training	2
semester	4
the number of credits	5
the total number of hours	150
Full-time education	lectures – 32 hours, practical, seminar classes – 32 hours, independent work – 86 hours.
Correspondence (distance) form of education	lectures – 10 hours, practical, seminar classes – 10 hours, independent work – 130 hours.

## 1. Description of the academic discipline

1.1. The purpose of teaching educational disciplines: formation of a system of knowledge on the basics of entrepreneurship, development of initiative, creative potential and business thinking, the ability to carry out entrepreneurial activities in the field of education.

1.2. The main tasks of studying the discipline:

- mastering the basic concepts and functions of entrepreneurial activity, ideas about forms of entrepreneurship, components and variants of entrepreneurial activity;
- familiarization with the current state of entrepreneurship development in the field of education and its current problems;
- acquiring knowledge about the specifics of entrepreneurship in the field of education and the peculiarities of the formation of the educational services market, methods of finding one's niche in this market;
- formation of skills to find the necessary information in the process of studying the surrounding business environment; develop a business plan; organize your own business and find out its effectiveness;
- acquiring practical skills and abilities necessary for successful management of one's own business, finding reserves for increasing the efficiency of educational business management.

The discipline "Entrepreneurship in the field of education" ensures that students acquire the following competencies:

CC 3 – the ability to generate new ideas in the process of solving professional, pedagogical and research tasks.

CC 8 – the ability Ability to carry out continuous professional and personal self-improvement and self-management.

CC 10 – the ability to interact autonomously and in groups in a multicultural space, to demonstrate leadership in different professional communities. 3K 10 – the ability to autonomous activity and group interaction in the conditions of a multicultural space, the manifestation of leadership in various professional communities.

PC 2 – the ability to identify current pedagogical problems and determine effective ways to solve them.

PC 9 – the ability to improve and develop their own author's educational methods and technologies, apply a wide range of appropriately selected methods and forms of teaching students in the classroom.

1.3. Planned learning outcomes:

PLO 5 – demonstrate the skills of independent activity and group interaction, demonstrate leadership qualities, tolerance to cultural, linguistic and individual differences of communication partners;

PLO 6 – summarize trends in the further development of pedagogical science and education in the modern information society.

PLO 13 – demonstrate the ability to carry out self-education, self-management skills, reflective skills to evaluate their professional actions, the formation of professional knowledge, skills, abilities to develop and implement an individual trajectory of professional and personal development.

PLO 21 – to creatively apply the achievements of innovative pedagogy in teaching and research activities, to critically evaluate the scientific significance of the proposed educational innovations, to generate their own innovative ideas, to identify pressing pedagogical problems that require urgent solutions.

PLO 22 – to communicate with representatives of the scientific and educational community on the basis of professional ethics, to be guided in their professional activities and behavior by socially significant values.

PLO 23 – to design and evaluate the educational context aimed at training competent



teachers and researchers with developed critical and creative thinking and capable of successfully performing their professional duties.

PLO 26 – demonstrate creativity in pedagogical and research activities, generate innovative scientific ideas, propose new non-standard ways to solve problems, demonstrate the ability to formulate and justify the author's concept of research.

## 2. Thematic plan of the educational discipline

### *Section 1 Entrepreneurship as a socio-economic phenomenon*

Topic 1 The essence of entrepreneurship in education, its place in society.

Topic 2 Business environment and its role in educational business implementation.

### *Section 2 Organization and content of entrepreneurial activity in the field of education*

Topic 3 Organization of entrepreneurial activity in education.

Topic 4 Types and content of educational entrepreneurship.

Topic 5 Checklist for starting entrepreneurial educational activities.

### *Section 3 The personality of an entrepreneur-educator and the nature of his entrepreneurial activity*

Topic 6 Entrepreneur-teacher as the main subject of the market of educational services

Topic 7 The essence and features of management in the field of entrepreneurial educational activity

Topic 8 Interaction of authorities and the business sector in education

### *Section 4 Academic entrepreneurship as a mechanism of innovative transformation of higher education*

Topic 9 Development of domestic academic entrepreneurship in a globalized society

Topic 10 The impact of internationalization and globalization processes on the development of academic entrepreneurship in Ukraine

Topic 11 Formation of entrepreneurial competence of students of university education

## 3. The structure of the academic discipline

Names of sections and topics	Number of hours											
	Full-time						Correspondence					
	Totally	including i					Totally	including				
L		P	Lab.	Ind.	I.W.	L		P	Lab	Ind	I.W.	
1	2	3	4	5	6	7	8	9	10	11	12	13
<b><i>Section 1 Entrepreneurship as a socio-economic phenomenon</i></b>												
Topic 1 The essence of entrepreneurship in education, its place in society	12	2	2			8	14	1				13
Topic 2 Entrepreneurial environment and its role in the implementation of educational business	12	2	2			8	10	1				9
<b>Together according to section 1</b>	<b>24</b>	<b>4</b>	<b>4</b>			<b>16</b>	<b>24</b>	<b>2</b>				<b>22</b>
<b><i>Section 2 Organization and content of entrepreneurial activity in the field of education</i></b>												

Topic 3 Organization of entrepreneurial activity in education	12	4	4			4	12	1				11
Topic 4 Types and content of educational entrepreneurship	14	4	4			6	12	1				11
Topic 5 Checklist for starting an entrepreneurial educational activity	14	4	4			6	16		2			14
<b>Together according to section 2</b>	<b>40</b>	<b>12</b>	<b>12</b>			<b>16</b>	<b>40</b>	<b>2</b>	<b>2</b>			<b>36</b>
<i><b>Section 3 The personality of an entrepreneur-educator and the nature of his entrepreneurial activity</b></i>												
Topic 6 Entrepreneur-teacher as the main subject of the market of educational services	14	2	4			8	14	2	1			11
Topic 7 The essence and features of management in the field of entrepreneurial educational activity	14	4	2			8	16	1	1			14
Topic 8 Interaction of authorities and the entrepreneurial sector in education	14	2	2			10	12	1				11
<b>Together according to section 3</b>	<b>42</b>	<b>8</b>	<b>8</b>			<b>26</b>	<b>42</b>	<b>4</b>	<b>2</b>			<b>36</b>
<i><b>Section 4 Academic entrepreneurship as a mechanism of innovative transformation of higher education</b></i>												
Topic 9 Development of domestic academic entrepreneurship in a globalized society	14	2	4			8	14	1	2			11
Topic 10 The impact of internationalization and globalization processes on the development of academic entrepreneurship in Ukraine	12	2	2			8	14	1	2			11
Topic 11 Formation of entrepreneurial competence of students of university education	18	4	2			12	16		2			14
<b>Together according to section 4</b>	<b>44</b>	<b>8</b>	<b>8</b>			<b>28</b>	<b>44</b>	<b>2</b>	<b>6</b>			<b>36</b>
<b>Total</b>	<b>150</b>	<b>32</b>	<b>32</b>			<b>86</b>	<b>150</b>	<b>10</b>	<b>10</b>			<b>130</b>



#### 4. Topics of seminar (practical, laboratory) classes

№ s/n	Topic name	Number of hours
1	Topic 1 The essence of entrepreneurship in education, its place in society	2
2	Topic 2 Business environment and its role in educational business implementation	2
3	Topic 3 Organization of entrepreneurial activity in education	4
4	Topic 4 Types and content of educational entrepreneurship	4
5	Topic 5 Checklist for starting entrepreneurial educational activities	4
6	Topic 6 Entrepreneur-teacher as the main subject of the market of educational services	2
7	Topic 7 The essence and features of management in the field of entrepreneurial educational activity	4
8	Topic 8 Interaction of authorities and the business sector in education	2
9	Topic 9 Development of domestic academic entrepreneurship in a globalized society	2
10	Topic 10 The impact of internationalization and globalization processes on the development of academic entrepreneurship in Ukraine	2
11	Topic 11. Formation of entrepreneurial competence of students of university education	4
	<b>Total</b>	<b>32</b>

#### 5. Tasks for independent work

№ з/п	Назва теми	Види, зміст самостійної роботи	Кількість годин
1	Topic 1 The essence of entrepreneurship in education, its place in society	Preparation of answers to questions for self-control, written assignment: Based on the study of the proposed sources of information, make a table with the comparative characteristics of the concepts of "business" and "entrepreneurship", clearly explain these differences in the field of education	8
2	Topic 2 Entrepreneurial environment and its role in the implementation of educational business	Based on the processing of the necessary information, characterize entrepreneurial educational environments at four structural levels: micro-level, meso-level, macro-level and mega-level	8
3	Topic 3 Organization of entrepreneurial activity in education	Organization of a "round table" on the topic "Main methods and forms of activation of educational entrepreneurship"	4

4	Topic 4 Types and content of educational entrepreneurship	Preparation of a "brainstorming" scenario for choosing a type of entrepreneurial activity, writing a business plan for the creation of a suitable enterprise	6
5	Topic 5 Checklist for starting entrepreneurial educational activities	Draw up a scheme of necessary actions for the organization of an innovative model of educational entrepreneurship	6
6	Topic 6 Entrepreneur-teacher as the main subject of the market of educational services	Write an essay on the topic "Entrepreneurial success of a teacher and the culture of educational business"	8
7	Topic 7 The essence and features of management in the field of entrepreneurial educational activity	Make a scheme "Main functions of business management"	8
8	Topic 8 Interaction of authorities and the business sector in education	Write out from the proposed normative documents the requirements for the implementation of entrepreneurial activity in the field of education	10
9	Topic 9 Development of domestic academic entrepreneurship in a globalized society	Prepare a report with a multimedia presentation on the topic "Development of academic entrepreneurship in Ukraine"	8
10	Topic 10 The impact of internationalization and globalization processes on the development of academic entrepreneurship in Ukraine	Compile a terminological and explanatory dictionary of the main concepts related to the field of academic entrepreneurship	8
11	Topic 11. Formation of entrepreneurial competence of students of university education	Justification of the pedagogical conditions that ensure the successful formation of entrepreneurial competence of students of university education	12
<b>Total</b>			<b>86</b>

## 6. Individual tasks

### 7. Teaching methods:

- verbal (lecture, story, explanation, conversation, discussion, work with scientific and educational literature);
- visual (illustration, demonstration, observation);
- practical (practical tasks, training and creative exercises).

Electronic teaching aids (multimedia presentations, screening, electronic libraries, video materials, etc.) are widely used in lectures and seminars. Independent work requires searching for relevant printed and electronic sources of information and, on the basis of them, working out the proposed educational tasks.



## 8. Control methods

Oral survey; checking of written exercises and assignments; preparation and work at seminar classes; multimedia presentations of the results of completed tasks; evaluation of the performance of independent works; control works of thematic and modular control; final control (credit). Academic achievements are evaluated on a 100-point scale throughout the semester. During the semester, the applicant can receive 60 points for all types and forms of work, making up 40 points.

## 9. Points calculation scheme

Section 1		Section 2			Section 3			Section 4			Control work	Test	Total
T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11			
4	3	4	4	5	4	4	4	4	4	5	15	40	100

The sum of points for all types of educational activities during the semester	Mark	
	Score for four-point (national) scale	for a two-level rating scale
90-100	Excellent	credit
70-89	Good	
50-69	Satisfactorily	
1-49	Unsatisfactory	not credit

## 10. Recommended literature

### Basic literature

1. Osnovy ekonomichnoyi gramotnosti ta pidpryyemnyctva [Basics of economic literacy and entrepreneurship]: education. manual / S. V. Alekseeva, L. O. Basil, V. B. Baidulin, etc. Zhytomyr: Polissya, 2021. 248 p. (In Ukraine)

2. Roncancio-Marin J. J., Dentchev N. A., Roncancio-Marin J. J., Dentchev N. A., Guerrero M. and Diaz-Gonzalez A.A. (2022), "Shaping the social orientation of academic entrepreneurship: an exploratory study", *International Journal of Entrepreneurial Behavior & Research*. Vol. 28, No. 7, pp. 1679-1701.

3. Miller K., Alexander A., Cunningham J. A., Albats A. Entrepreneurial academics and academic entrepreneurs: A systematic literature review. *International Journal of Technology Management*. 2018. URL: [https://www.researchgate.net/publication/325164974\\_Entrepreneurial\\_academics\\_and\\_academic\\_entrepreneurs\\_A\\_systematic\\_literature\\_review](https://www.researchgate.net/publication/325164974_Entrepreneurial_academics_and_academic_entrepreneurs_A_systematic_literature_review).

4. Balven R., Fenters V., Siegel D. S., Waldman D. (2018). Academic entrepreneurship: the roles of identity, motivation, championing, education, work-life balance, and organizational justice. *Academy of Management Perspectives*. Vol. 32. No. 1. P. 21–42. <https://doi.org/10.5465/amp.2016.0127>.

### Supporting literature

5. Dybach I. L. Korporatyvno-pidpryyemnyckyj universytet u konteksti rozvytku rynku vyshhoyi osvity [Corporate and entrepreneurial university in the context of the development of the higher education market]. *Business Inform*. 2020. No. 4 (507): Reindustrialization of Ukraine as a prerequisite for economic growth. P. 273–279. (In Ukraine)

6. Zhukov S. Akademichne pidpryyemnyctvo yak faktor pidvyshhennya efektyvnosti pidpryyemstv i formuvannya innovacijnogo potencialu ekonomiky Ukrayiny [Academic

entrepreneurship as a factor in increasing the efficiency of enterprises and forming the innovative potential of the economy of Ukraine. Reporter of the Priazovskyi State Technical University. Section: Economic sciences. 2017. Issue 33. P. 65-73. (In Ukraine)

7. Giun G., Duberley J. (2023). Academic entrepreneurship: work identity in contexts. An International Journal. Vol. 35. Is. 5-6. <https://doi.org/10.1080/08985626.2023.2178676>.

8. Sieg P., Posadzińska I., Józwiak M. (2023). Academic entrepreneurship as a source of innovation for sustainable development. Technological Forecasting and Social Change. Vol. 194. <https://doi.org/10.1016/j.techfore.2023.122695>.

**Links to information resources on the Internet, video lectures,  
other methodological support**

9. Official website of the Ministry of Education and Science of Ukraine. URL : <http://www.mon.gov.ua/>

10. Official website of V. N. Karazin Kharkiv National University. URL: <https://karazin.ua>.

11. Action. Business (large-scale national project for the development of entrepreneurship and export). URL: <https://business.dii.gov.ua/about-project>.

12. Zelenina O. What modern education does Ukraine need? Examination of the "Community." URL: <https://gromada.group/news/statti/31045-yaka-suchasna-osvita-potribna-ukrayini-ekspertiza-gromadi>.