

**MINISTRY SCIENCE AND HIGHER EDUCATION
OF THE RUSSIAN FEDERATION
Federal State Autonomous
Educational institution of higher education
"NORTH CAUCASUS FEDERAL UNIVERSITY"**

**Suggestions for Teaching
for the performance of practical work
in the discipline "Innovation and entrepreneurship training"**

for students of the field of study 11.03.02 Infocommunication Technologies and
Communication Systems, Profile Intelligent Data Processing in
Infocommunication Systems and Networks

Stavropol, 2026

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Introduction

The purpose of mastering the discipline is to form in students the universal competence of UK-2 and part of the universal competence UK-9.

The objectives of the discipline are:

- formation of comprehensive knowledge about the essence and organization of entrepreneurial activity, including those related to the solution or mitigation of social problems;
- formation of an idea of the essence and specifics of social entrepreneurship;
- familiarization with the practice of developing social entrepreneurship in Russia and abroad;
- mastering the skills of developing and implementing business ideas in the field of social entrepreneurship.

The place of the discipline in the structure of the educational program

The discipline "Teaching Innovation and Entrepreneurship" belongs to the part formed by the participants of educational relations and is part of the Discipline block (modules) of choice 1 (DV.1). Its development takes place in the 7th semester.

List of planned learning outcomes in the discipline correlated with the planned results of the development of the educational program

Code, formulation of competence	Indicator code, wording	Planned learning outcomes in the discipline (module), characterizing the stages of the formation of competencies, indicators
UK-2. Is able to determine the range of tasks within the framework of the goal and choose the best ways to solve them, based on the current legal norms, available resources and constraints	ID-1 UK-2. Formulates the goal of the project, determines a set of interrelated tasks that ensure its achievement and determines the expected results of solving the tasks	determines the problem that the project is aimed at solving, correctly formulates the goal of the project, its social and commercial tasks
	ID-2 UK-2. Develops an action plan to solve the tasks of the project, choosing the best way to solve them, based on the current legal norms and available resources and constraints	builds the stages of work on the project, taking into account the sequence of their implementation
	ID-3 UK-2. Ensures the implementation of the project in accordance with the established goals, deadlines and costs, based on the current legal regulations, available resources and restrictions, including the use of digital tools	designs a solution to specific project tasks, choosing the best way to solve them, based on current legal norms and available resources and constraints
UK-9. Able to make informed economic decisions in various areas of life	ID-1 UK-9 understands the basic principles of the functioning of the economy and economic development, the goals and forms of state participation in the economy	understands the basic principles of the functioning of the economy and economic development, the goals and forms of state participation in the economy

	ID-2 ^{UK-9} applies personal economic and financial planning techniques to achieve current and long-term financial goals	applies personal economic and financial planning techniques to achieve current and long-term financial goals
	ID-3 ^{UK-9} uses financial instruments to manage personal finances, controls its own economic and financial risks	uses financial instruments to manage personal finances, controls its own economic and financial risks

The purpose of the practical work is to consolidate the theoretical knowledge gained in the field of social entrepreneurship.

The methodological guidelines are compiled based on the typical requirements and tasks for further improving the quality of student training.

Practical Work No 1

Topic: The concept and essence of social entrepreneurship

Goal: to form an understanding of the essence of social entrepreneurship. To give various definitions of this phenomenon, to formulate the differences between a social entrepreneur and an ordinary one, to formulate the goals, objectives, attitudes of socially-oriented enterprises, to study domestic and foreign experience in the development of social entrepreneurship.

Competencies to be formed : UK-2.

Relevance of the topic: Taking into account the specifics of the activities of social entrepreneurship, an important element is to conduct research on the main social problems of the development of society, to identify the most relevant of them, which provide opportunities for the participation of private business in order to solve or mitigate social problems.

Issues for discussion:

1. Entrepreneurial activity in the Russian Federation.
2. Social problems of the development of society and the role of entrepreneurial structures in them.
3. The concept and essence of social entrepreneurship in accordance with the legislation of the Russian Federation.
4. Conditions for social entrepreneurship.

Task 1

Describe in the proposed tabular form an active social entrepreneur of the Russian Federation or the Stavropol Territory.

Name of IE/Organization	
Legal form	
Territory of the project (region / city)	
Scope of activity	
Approximate potential number of employees, people	
Target audience (beneficiaries)	
Product / service / program offered to beneficiaries	
The social problem of beneficiaries, which is solved by the enterprise	
Scale of the problem (statistical or other data characterizing the scale of the social problem being solved)	
If the model provides for the employment of socially vulnerable groups, then:	
Number of employed from among socially vulnerable groups, people (share of the total number of employed)	
If the model provides for the provision of services / production of products, then the potential coverage of beneficiaries, people / year	
Total income, thousand rubles per year, including:	
Business income (revenue)	
Contact information	
Official website(s)	

Reference citations:

1. Social Entrepreneurship: Textbook / E.N. Sochneva, I.S. Bagdasaryan, M.V. Rumyantsev, G.B. Dobretsov; Ministry of Education and Science of the Russian Federation; Siberian Federal University. - Krasnoyarsk : SFU, 2016. - 178 p. : ill. - <http://biblioclub.ru/>. - Bibliogr. in the book. - ISBN 978-5-7638-3606-6, unlimited copies.

Further reading:

1. David Bornstein, How to Change the World: Social Entrepreneurship and the Power of New Ideas / David Bornstein. – Moscow: Alpina Publisher, 2019. – 504 p. – ISBN 978-

Practical Work No 2

Topic: Organizational and legal forms of socially-oriented enterprises

Goal: to form a comprehensive understanding of the legal foundations, economic and social prerequisites for the creation of socially-oriented enterprises.

Competencies to be formed: UK-2.

Relevance of the topic: The basis for choosing the optimal organizational and legal form of conducting social business are various prerequisites: social, economic and legal, therefore the identified issues require careful study.

Issues for discussion:

1. The essence of commercial and non-commercial organizations.
2. Classification of business entities by purpose.
3. Classification of business entities by forms of ownership.
4. Organizational and legal forms of entrepreneurial activity.

Task 1 Come up with and present in the form of a table a description of the social entrepreneurial project on the following points:

Name of the project:

Essence of the project:

Project goal:

Project objectives:

- 1.
- 2.
- 3.

Organizational and legal form: (LLC, IE, etc.)

Project area (region / city)

Task 2 Come up with and present a social entrepreneurial project in the form of a table on the following points:

Product (*a good or service that will be offered to the market*)

Customer value proposition (what customer problem the product/service solves)

Target audience:

- *Buyers*
- *Consumers*

Sales markets (*the end consumer is people, or the company that will use your products further, or the company is a wholesale or wholesale-retail intermediary*)

Reference citations:

1. Social Entrepreneurship: Textbook / E.N. Sochneva, I.S. Bagdasaryan, M.V. Rumyantsev, G.B. Dobretsov; Ministry of Education and Science of the Russian Federation; Siberian Federal University. - Krasnoyarsk : SFU, 2016. - 178 p. : ill. - <http://biblioclub.ru/>. - Bibliogr. in the book. - ISBN 978-5-7638-3606-6, unlimited copies.

Further reading:

2. David Bornstein, How to Change the World: Social Entrepreneurship and the Power of New Ideas / David Bornstein. – Moscow: Alpina Publisher, 2019. – 504 p. – ISBN 978-5-9614-1741-8. – Text: electronic // Electronic Library System IPR BOOKS : [site]. – URL: <http://www.iprbookshop.ru/82761.html>.

Practical Work No 3

Topic: Procedure for creating and registering a socially-oriented enterprise

Objective: to reveal the content of the procedure for creating and registering a socially-oriented enterprise.

Competencies to be formed: UK-2; UK-3.

Relevance of the topic: Before doing business in the social sphere, it is necessary to clearly understand which organizational and legal form is better to choose, whether it is necessary to have a license for this type of activity, what taxation system to choose, what the legal responsibility of a social entrepreneur may be.

Issues for discussion:

1. Stages of creating a new enterprise.
2. State registration and tax registration of legal entities.
3. Obtaining codes of economic activity.
4. Registration in extra-budgetary funds.
5. Obtaining the status of a social enterprise.

Task 1 Come up with and present in the form of a table a description of the staff of the social entrepreneurial project on the following points. Based on the data obtained, make a diagram "Organizational structure of the social entrepreneurial project".

Project staff: (who is needed for the implementation of the project - director, marketer, production workers)

Position	Number of employees	Salary, amount per month, RUB	Contributions to extra-budgetary funds, rubles	Payroll costs, total per year, rubles

Task 2

Build the stages of work on the project, taking into account the sequence of their implementation.

Table – Project Implementation Schedule

Period	Event (task that is solved during this period)

Reference citations:

1. Social Entrepreneurship: Textbook / E.N. Sochneva, I.S. Bagdasaryan, M.V. Rummyantsev, G.B. Dobretsov; Ministry of Education and Science of the Russian Federation; Siberian Federal University. - Krasnoyarsk : SFU, 2016. - 178 p. : ill. - <http://biblioclub.ru/>. -

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Practical Work No 4

Topic: Economics of a socially-oriented enterprise. Traditional and new sources of financing for social entrepreneurship

Goal: to form an idea of the economic foundations of the activities of socially-oriented enterprises.

Competencies to be formed: UK-2.

Relevance of the topic: The study of the features of management in social entrepreneurship is an integral part of the entire system of organizing the activities of socially-oriented enterprises. These issues require careful study and scientific substantiation. The study of this problem is important for use in professional activities.

Issues for discussion:

1. Stages of creating a new enterprise.
2. State registration and tax registration of legal entities.
3. Obtaining codes of economic activity.
4. Registration in extra-budgetary funds.
5. Obtaining the status of a social enterprise.

Task 1

Conduct an analysis and present in the form of a table a description of the budget of the social entrepreneurial project on the following points:

Table 1 – Initial costs, thousand rubles

Cost Name	Cost, thousand rubles

Table 2 – Current costs, thousand rubles

Cost Name	Cost, thousand rubles per month	Cost, thousand rubles per year
Total		

Task 2

Determine the optimal sources of financial resources for a social entrepreneurial project.

Table 3 – Sources of financial resources, thousand rubles

Name of the source of financial resources	Amount, thousand rubles

Own funds, including:	

Borrowed funds, including:	

Funds raised, including:	

Total	

Task 3

Predict the income of the social entrepreneurial project for the first year of implementation, calculate the indicators: payback period, profitability index.

Table 4 – Income from the project, thousand rubles

Product Name (commodity group)	Price, RUB	Quantity per month, units	Amount per month, RUB	Amount per year, thousand rubles
Total				

Reference citations:

1. Social Entrepreneurship: Textbook / E.N. Sochneva, I.S. Bagdasaryan, M.V. Rumyantsev, G.B. Dobretsov; Ministry of Education and Science of the Russian Federation; Siberian Federal University. - Krasnoyarsk : SFU, 2016. - 178 p. : ill. - <http://biblioclub.ru/>. - Bibliogr. in the book. - ISBN 978-5-7638-3606-6, unlimited copies.

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Practical Work No 5

Topic: The use of marketing tools in the promotion of products (works, services) of socially-oriented enterprises

Goal: to expand and consolidate knowledge on the use of marketing tools in promoting the products of socially-oriented enterprises.

Competencies to be formed: UK-3.

Relevance of the topic: The place and role of marketing in social entrepreneurship is determined by the possibility of using environmental factors and internal opportunities to increase the volume of sales of goods, works, services and improve the efficiency of a socially-oriented enterprise.

Issues for discussion:

1. The concept and essence of marketing in social entrepreneurship.
2. Stages of marketing research.
3. Functions of marketing.
4. Marketing tools.
5. Marketing strategies: segmentation, positioning.
6. Commodity, price, sales policy and policy of distribution and distribution of goods in social entrepreneurship.

Task 1 Describe and justify the following indicators in tabular form:

Optimal marketing strategy for the described project (segmentation, positioning).

Distribution policy, namely product promotion channels: *through social networks, through stores, we rent to intermediaries, etc.*

Methods (of marketing) advertising (including Internet marketing tools): *street advertising, television advertising, personal advertising, Internet advertising, direct mail, etc.*

Task 2 Come up with a sonorous advertising slogan and logo for the project.

Reference citations:

1. Social Entrepreneurship: Textbook / E.N. Sochneva, I.S. Bagdasaryan, M.V. Rumyantsev, G.B. Dobretsov; Ministry of Education and Science of the Russian Federation; Siberian Federal University. - Krasnoyarsk : SFU, 2016. - 178 p. : ill. - <http://biblioclub.ru/>. - Bibliogr. in the book. - ISBN 978-5-7638-3606-6, unlimited copies.

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Practical Work No6

Topic: Risks in Social Entrepreneurship

Goal: to gain and consolidate knowledge in the field of risk management in social entrepreneurship.

Competencies to be formed: UK-2.

Relevance of the topic: Any entrepreneurial activity is associated with risk, accordingly, in order to create a successful business, implement a project, it is necessary to be able to predict, assess and manage risks.

Issues for discussion:

1. The concept and functions of risk in social entrepreneurship.
2. Classification of risks in social entrepreneurship.
3. Causes and consequences of risks.
4. Risk assessment.
5. Risk management.

Task 1 Conduct an analysis of potential risks (at least 4 types of risks) associated with the implementation of your project, present in a tabular form.

Risk	Causes of occurrence	Possible negative consequences	Ways to minimize risk

Reference citations:

1. Social Entrepreneurship: Textbook / E.N. Sochneva, I.S. Bagdasaryan, M.V. Rummyantsev, G.B. Dobretsov; Ministry of Education and Science of the Russian Federation; Siberian Federal University. - Krasnoyarsk : SFU, 2016. - 178 p. : ill. - <http://biblioclub.ru/>. - Bibliogr. in the book. - ISBN 978-5-7638-3606-6, unlimited copies.

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Recommended reading

Reference citations:

1. Social Entrepreneurship: A Textbook / E.N. Sochneva, I.S. Bagdasaryan, M.V. Rummyantsev, G.B. Dobretsov; Ministry of Education and Science of the Russian Federation; Siberian Federal University. - Krasnoyarsk : SibFU, 2016. - 178 p. : ill. - <http://biblioclub.ru/>. - Bibliogr. in the book. - ISBN 978-5-7638-3606-6, unlimited copies

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Educational and methodological support for the discipline:

1. Kalnaya A.Y. Guidelines for the Implementation of Practical Work on the Discipline "Innovative Business Ideas in the Social Sphere" [Electronic version], Stavropol: NCFU (electronic version).

2. Kalnaya A.Y. Guidelines for the organization and conduct of independent work in the discipline "Innovative business ideas in the social sphere", Stavropol: NCFU (electronic version).

List of resources of the information and telecommunication network "Internet" necessary for mastering the discipline

1. Information reference system GARANT.RU // Mode of access: <http://www.garant.ru>
2. Information reference system ConsultantPlus. Mode of access: <http://www.consultant.ru>

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SUGGESTIONS FOR TEACHING

**on the organization and conduct of independent work
in the discipline "Innovation and entrepreneurship training"**

for students of the field of study 11.03.02 Infocommunication Technologies and
Communication Systems, Profile Intelligent Data Processing in
Infocommunication Systems and Networks

Stavropol, 2026

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Introduction

The purpose of mastering the discipline is to form in students the universal competence of UK-2 and part of the universal competence UK-9.

The objectives of the discipline are:

- formation of comprehensive knowledge about the essence and organization of entrepreneurial activity, including those related to the solution or mitigation of social problems;
- formation of an idea of the essence and specifics of social entrepreneurship;
- familiarization with the practice of developing social entrepreneurship in Russia and abroad;
- mastering the skills of developing and implementing business ideas in the field of social entrepreneurship.

The place of the discipline in the structure of the educational program

The discipline "Teaching Innovation and Entrepreneurship" refers to the part formed by the participants of educational relations. Its development takes place in the 7th semester.

List of planned learning outcomes in the discipline correlated with the planned results of the development of the educational program

Code, formulation of competence	Indicator code, wording	Planned learning outcomes in the discipline (module), characterizing the stages of the formation of competencies, indicators
UK-2. Is able to determine the range of tasks within the framework of the goal and choose the best ways to solve them, based on the current legal norms, available resources and constraints	ID-1 UK-2. Formulates the goal of the project, determines a set of interrelated tasks that ensure its achievement and determines the expected results of solving the tasks	determines the problem that the project is aimed at solving, correctly formulates the goal of the project, its social and commercial tasks
	ID-2 UK-2. Develops an action plan to solve the tasks of the project, choosing the best way to solve them, based on the current legal norms and available resources and constraints	builds the stages of work on the project, taking into account the sequence of their implementation
	ID-3 UK-2. Ensures the implementation of the project in accordance with the established goals, deadlines and costs, based on the current legal regulations, available resources and restrictions, including the use of digital tools	designs a solution to specific project tasks, choosing the best way to solve them, based on current legal norms and available resources and constraints
UK-9. Able to make informed economic decisions in various areas of life	ID-1 UK-9 understands the basic principles of the functioning of the economy and economic development, the goals and forms of state participation in the economy	understands the basic principles of the functioning of the economy and economic development, the goals and forms of state participation in the economy

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	ID-3 ^{UK-9} uses financial instruments to manage personal finances, controls its own economic and financial risks	uses financial instruments to manage personal finances, controls its own economic and financial risks

The purpose of independent work is to replenish and consolidate the theoretical knowledge gained in the field of social entrepreneurship in the classroom.

The guidelines are based on the typical requirements and tasks of improving the quality of training of students of higher educational institutions.

1. General characteristics of the student's independent work

The purpose of independent work of students in the process of studying the discipline is to teach the student to work meaningfully and independently with educational material, scientific information on the discipline, current research, as well as to instill the skills of independent implementation of entrepreneurial projects.

Tasks of independent work:

- to systematize and consolidate the theoretical knowledge and practical skills of students;
- to develop the cognitive abilities and activity of students: creative initiative, independence, responsibility and organization;
- to form and develop the skills of conducting independent work and mastering the research methodology when solving problems and issues developed in educational activities;
- to increase the level of preparedness for independent work in accordance with the content of the discipline.

Independent work of students in the discipline includes independent study of literature.

The purpose of independent study of the topics of lectures is their in-depth study, consolidation and systematization of knowledge on the selected topics.

2. Schedule for the implementation of the SRS for the discipline

Independent study of literature in the form of preparation and study of notes on a given topic is carried out sequentially in accordance with the curriculum.

Types and content of student's independent work and forms of control

Technological map of the student's independent work

Codes of implemented competencies	Type of student activity	Final product of independent work	Assessment Tools and Technologies	Hours
Semester 7				
UK-2 UK-9	Independent study of literature	Testing, Interview	A set of tests, Interview Questions	20.00
UK-2 UK-9	Performing an individual and/or group creative task	Presentation	Individual tasks	200.00
Total for the semester				220.00
Total				220.00

3. Control points and types of reporting on them

For each checkpoint, in accordance with the curriculum, the student must complete the part of the author's individual and/or group business project in the field of social entrepreneurship determined by the teacher.

4. Methodical recommendations for the independent study of literature

Working with the book

When working with a book, it is necessary to select literature, learn how to read it correctly, and keep notes. For the selection of literature in the library, alphabetical and systematic catalogs are used.

It is important to remember that rational skills of working with a book are always a great saving of time and effort.

The correct selection of textbooks is recommended by the teacher who reads the lecture course. The necessary literature can also be indicated in the methodological developments for this course.

Studying the material from the textbook, you should move on to the next question only after the correct understanding of the previous one, describing on paper all the calculations and calculations (including those that are omitted in the textbook or given in the lecture for independent conclusion).

In the study of any discipline, independent individual work plays a large and important role.

Particular attention should be paid to the definition of the basic concepts of the course. The student should analyze in detail the examples that explain such definitions, and be able to build similar examples independently. It is necessary to achieve an accurate idea of what you are studying. It is useful to make reference notes. When studying the material from the textbook, it is useful to supplement the lecture notes in the notebook (in specially designated margins). There you should also note the questions selected by the student for consultation with the teacher.

It is recommended to highlight the conclusions obtained as a result of the study in the notes so that they are better remembered when rereading the notes.

Experience shows that many students are helped by compiling a list of reference signals containing the most important and most frequently used formulas and concepts. Such a sheet helps to memorize formulas, the main points of the lecture, and can also serve as a permanent reference for the student.

There are two types of reading; primary and secondary. *Primary reading* is attentive, unhurried reading, in which you can dwell on difficult places. After it, not a single

incomprehensible text should remain. The content may not always be understood after the primary reading.

The task of *secondary* reading is the complete assimilation of the meaning of the whole (this reading may not be the second, but the third or fourth).

Rules for independent work with literature

As already noted, independent work with textbooks and books (as well as independent theoretical research of the problems identified by the teacher at lectures) is the most important condition for the formation of a scientific way of cognition. The main tips here can be summarized as follows:

1. Make a list of books that you should get acquainted with.
2. Such a list itself should be systematized.
3. Be sure to write down all the output data for each book (when writing term papers and diploma papers, this will save a lot of time).
4. Figure out for yourself which books (or which chapters of books) should be read more carefully, and which should just be looked through.
5. When compiling lists of literature, you should consult with teachers and supervisors (or even with more prepared and erudite fellow students), who will help you better orient yourself on what you should pay more attention to, and what is not worth wasting time on at all...
6. Of course, all books, textbooks and articles read should be taken notes, but this does not mean that you need to take notes of "everything": you can briefly write down the main ideas of the author and sometimes give the most vivid and indicative quotes (with pages indicated).

Reading a scientific text is a part of cognitive activity. Its purpose is to extract the necessary information from the text. The effectiveness of the action largely depends on how conscious the reader is of his own inner attitude when referring to the printed word (to find the necessary information, to assimilate the information fully or partially, to critically analyze the material, etc.).

There are four main attitudes in reading a scientific text:

1. information retrieval (the task is to find, highlight the information sought)
2. assimilative (the reader's efforts are aimed at understanding and remembering as fully as possible both the information presented by the author and the entire logic of his reasoning)
3. analytical-critical (the reader seeks to critically comprehend the material, analyzing it, determining his attitude to it)
4. creative (creates in the reader a readiness in one form or another – as a starting point for his reasoning, as an image for action by analogy, etc. – to use the author's judgments, the course of his thoughts, the result of observation, the developed methodology, to supplement them, to subject them to a new check).

The main types of systematized recording of what has been read:

1. Annotation is an extremely brief coherent description of the book (article) viewed or read, its contents, sources, nature and purpose;
2. Planning is a brief logical organization of the text, revealing the content and structure of the studied material;
3. Thesis is a concise reproduction of the author's main statements without involving factual material;
4. Quotation is a verbatim excerpt from the text of excerpts, extracts that most significantly reflect one or another thought of the author;
5. Note-taking is a brief and consistent presentation of the content of what has been read.

A synopsis is a complex way of presenting the content of a book or article in a logical sequence. A synopsis accumulates the previous types of notes, allows you to comprehensively cover the content of a book or article. Therefore, the ability to make a plan, theses, make extracts and other notes determines the technology of compiling a synopsis.

Methodical instructions for compiling a synopsis

1. Read the text carefully. Clarify incomprehensible words in the reference literature. When writing down, do not forget to put the reference data in the margins of the note;
2. Highlight the main thing, make a plan;
3. Briefly formulate the main points of the text, note the author's argumentation;
4. Take notes of the material, clearly following the points of the plan. When taking notes, try to express the idea in your own words. Notes should be kept clearly.
5. Write down quotes correctly. When quoting, take into account the conciseness and significance of the thought.

In the text of the synopsis, it is desirable to give not only thesis statements, but also their proofs. When drawing up a synopsis, it is necessary to strive for the capacity of each sentence. The thoughts of the author of the book should be stated briefly, taking care of the style and expressiveness of what is written. The number of additional elements of the synopsis should be logically justified, the notes should be distributed in a certain sequence that corresponds to the logical structure of the work. Margins should be left for clarification and addition.

Mastering the skills of taking notes requires purposefulness and daily independent work from the student.

Questions on the discipline "Innovative Business Ideas in the Social Sphere"

1. Entrepreneurial activity in the Russian Federation
2. Social Problems of Society Development and the Role of Entrepreneurial Structures in Them
3. The Concept and Essence of Social Entrepreneurship in Accordance with the Legislation of the Russian Federation
4. Conditions for social entrepreneurship
5. The essence of commercial and non-profit organizations
6. Classification of business entities by purpose
7. Classification of business entities by forms of ownership
8. Organizational and legal forms of entrepreneurial activity
9. Stages of creating a new enterprise
10. State registration and tax registration of legal entities
11. Obtaining Economic Activity Codes
12. Registration in extra-budgetary funds
13. Obtaining the status of a social enterprise
14. Cost classification
15. Revenue and profit
16. Own sources of funding
17. Borrowed sources of financing
18. Attracted sources of financing
19. New sources of funding
20. State support for SMEs in the Russian Federation
21. The concept and essence of marketing in social entrepreneurship
22. Stages of marketing research
23. Functions of marketing
24. Marketing tools
25. Marketing Strategies: Segmentation, Positioning
26. Commodity, Price, Sales, Distribution and Commodity Distribution Policy in Social Entrepreneurship
27. The Concept and Functions of Risk in Social Entrepreneurship
28. Classification of Risks in Social Entrepreneurship
29. Causes and consequences of risks
30. Risk assessment

31. Risk management

Recommended sources of information for performing various types of independent work

No p/n	Types of independent work	Recommended sources of information (No source)		
		Main	Additional	Internet Resource
1	Independent study of literature	1	1	1 2
2	Performing an individual and/or group creative task	1	1	1 2

Recommended reading

Reference citations:

1. Social Entrepreneurship: Textbook / E.N. Sochneva, I.S. Bagdasaryan, M.V. Rumyantsev, G.B. Dobretsov; Ministry of Education and Science of the Russian Federation; Siberian Federal University. - Krasnoyarsk : SibFU, 2016. - 178 p. : ill. - <http://biblioclub.ru/>. - Bibliogr. in the book. - ISBN 978-5-7638-3606-6, unlimited copies

Further reading:

1. David Bornstein, How to Change the World: Social Entrepreneurship and the Power of New Ideas / David Bornstein. – Moscow: Alpina Publisher, 2019. – 504 p. – ISBN 978-5-9614-1741-8. – Text: electronic // Electronic Library System IPR BOOKS: [site]. – URL: <http://www.iprbookshop.ru/82761.html>

Educational and methodological support for the discipline:

1. Kalnaya A.Y. Methodical Instructions for the Implementation of Practical Work in the Discipline "Innovative Business Ideas in the Social Sphere" for Students in the Direction of Training/Specialty 09.03.01 Informatics and Computer Technology [Electronic Version], Stavropol: NCFU (Electronic Version).
2. Kalnaya A.Y. Methodical Instructions for the Organization and Conduct of Independent Work in the Discipline "Innovative Business Ideas in the Social Sphere" for Students in the Direction of Training/Specialty 09.03.01 Informatics and Computer Technology [Electronic Version], Stavropol: NCFU (Electronic Version).

List of resources of the information and telecommunication network "Internet" necessary for mastering the discipline

1. Information reference system GARANT.RU // Mode of access: <http://www.garant.ru>
2. Information reference system ConsultantPlus. Mode of access: <http://www.consultant.ru>