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MINISTRY SCIENCE AND HIGHER EDUCATION
OF THE RUSSIAN FEDERATION
Federal State Autonomous Educational Institution
Higher Education
"NORTH CAUCASUS FEDERAL UNIVERSITY"

APPROVED BY
Acting Director of the Institute
Advanced Engineering
A.A. Porokhnya

DISCIPLINE ASSESSMENT TOOLS FUND
"Innovation and entrepreneurship training"

Field of study	11.03.02 Infocommunication Technologies and Communication Systems
Profile	Intelligent Data Processing in Infocommunication Systems and Networks
Year of start of training	2026
Form of study	Full-time
Implemented in a semester	7

Introduction

1. Purpose: to assess the level of competence formation during the current monitoring of progress and intermediate certification in the discipline "Teaching Innovation and Entrepreneurship" to students.

2. The FAT is an appendix to the program of the discipline "Teaching Innovation and Entrepreneurship".

3. Developer: Kalnaya A.Y., Associate Professor of the Department of State, Municipal Management and Labor Economics.

4. An examination of the FOC was carried out.

Chairman Kushch E.N. - Chairman of the CMT of the Institute of Economics and Management.

Members of the Commission:

Puchkova E.E. - Member of the CMT of the Institute of Economics and Management, Acting Deputy Director for Academic Affairs;

Astakhova E.A. - Member of the CMT of the Institute of Economics and Management, Associate Professor of the Department of State, Municipal Management and Labor Economics.

Representative of the employer's organization:

Mironov V.A., General Director of Orintex LLC.

Expert opinion: the fund of assessment tools corresponds to the educational program and is recommended for current and intermediate certification of students.

5. The validity period of the FAT shall be determined by the period of implementation of the educational programme.

1. Description of the criteria for assessing competence at various stages of their formation, description of assessment scales

Competency(s), indicator(s)	Levels of competency(s)			
	The minimum level has not been reached (Unsatisfactory) 2 points	Minimum level (satisfactory) 3 points	Intermediate level (good) 4 points	High level (excellent) 5 points
<i>Competence:</i> UK-2. 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				
Learning outcomes in the discipline (module): <i>Indicator:</i> 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	is unable to identify the problem that the project is aimed at solving, cannot correctly formulate the goal of the project	determines the problem that the project is aimed at solving, correctly formulates the goal of the project, its social and commercial tasks, but not in full	determines the problem that the project is aimed at solving, correctly formulates the goal of the project, its social and commercial tasks	at a high level and in full determines the problem that the project is aimed at solving, competently 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	is not able to build stages of work on the project	poorly builds the stages of work on the project with errors, taking into account the sequence of their implementation	builds the stages of work on the project, taking into account the sequence of their implementation	independently at a high level, 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	is not able to design a solution to specific project tasks	poorly and with errors designs the solution of specific tasks of the project, choosing the optimal way to solve them	designs a solution to specific tasks of the project, choosing the best way to solve them, based on the current legal norms and available resources and restrictions, but does not fully take into account the current legal norms and available resources and restrictions	independently and at a high level designs the solution of specific tasks of the project, choosing the best way to solve them, based on the current legal norms and available resources and restrictions
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Competency(s), indicator(s)	Levels of competency(s)			
	The minimum level has not been reached (Unsatisfactory) 2 points	Minimum level (satisfactory) 3 points	Intermediate level (good) 4 points	High level (excellent) 5 points
<i>Competence:</i> UK-9. Able to make informed economic decisions in various areas of life				
Learning outcomes in the discipline (module): <i>Indicator:</i> 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	Does not understand the basic principles of the functioning of the economy and economic development, the goals and forms of state participation in the economy	Partially 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	Fully 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	Does not apply personal economic and financial planning methods to achieve current and long-term financial goals	Has difficulty applying personal economic and financial planning techniques to meet current and long-term financial goals	Applies personal economic and financial planning techniques to achieve current and long-term financial goals	Independently 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	Does not use financial instruments to manage personal finances, controls its own economic and financial risks	Partially 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	Independently uses financial instruments to manage personal finances, controls his own economic and financial risks

1. Description of the grading scale

The results of training in the discipline "Teaching Innovation and Entrepreneurship", correlated with the indicators of achievement of competencies UK-2 and UK-9, are evaluated according to a five-point system: "excellent", "good", "satisfactory" and "unsatisfactory".

To receive credit, it is necessary to pass the measures of current monitoring of progress in the semester for a grade not lower than "satisfactory".

Assessment of the level of competence formation in the discipline is carried out on the basis of the "Regulation on the current monitoring of progress and intermediate certification of students in educational programs of higher education - bachelor's programs, specialist programs, master's programs - in the Federal State Autonomous Educational Institution of Higher Education "North Caucasus Federal University" in the current edition.

ASSESSMENT TOOLS FOR CHECKING THE LEVEL OF COMPETENCE FORMATION

Job Number	Correct answer	Content of the Assessment Tool	Competence
		Semester 7	
		Test tasks	
1.	a,b,d	Commercial organizations include: a) state and municipal unitary enterprises; b) production cooperatives; c) consumer cooperatives; d) business partnerships and companies.	UK-2
2.	b	Members of an LLC are liable for the obligations of the company: a) all their property, even after withdrawing from the number of participants, within 2 years; b) within the limits of their contributions; c) subsidiary liability.	UK-2
3.	c	The budget of an entrepreneurial project is: a) cost of project products; b) the amount of all costs necessary and sufficient for the successful implementation of the project; c) structure, composition and importance of the items of expenditure necessary for the implementation of the project, and the items of income arising from the project.	UK-2
4.	a	The current costs of an entrepreneurial project are: a) these are the monthly costs of the project; b) These are the costs of the project invested at the initial stage before the start of the project.	UK-2
5.	b	The current costs of an entrepreneurial project are divided into: a) costs of launching the project and its implementation; b) fixed and variable; c) direct and portfolio; d) into real and financial	UK-2

Job Number	Correct answer	Content of the Assessment Tool	Competence
6.	a	Revenue from sales in an entrepreneurial project is: a) a set of cash and non-cash funds received for shipped products, work performed, services rendered and goods sold; b) a positive balance between the income and expenses of the project; c) funds in accounts; d) Funds in settlements	UK-2
7.	a,b,f	Borrowed sources of financing entrepreneurial activity include: a) funds from the issue of bonds; b) tax credit; c) on-farm reserves; d) depreciation charges; e) profit; f) loans; g) funds from the placement of ordinary shares	UK-2
8.	b,c	Own financial resources in an entrepreneurial project are: a) targeted financing, funds raised through the placement of shares on the stock exchange; b) authorized capital, insurance compensation for the risks incurred; c) profit from the sale of fixed assets and other assets, depreciation charges, retained earnings of previous years; d) all of the above.	UK-2
9.	a	The main source of income, which covers current expenses and generates profit in an entrepreneurial project, is: a) revenue from the sale of products (works, services); b) other sales; c) non-operating income	UK-2
10.	c	Profit in an entrepreneurial project is: a) funds received from the sale of products (works, services), fixed assets, intangible assets; b) the difference between funds received from buyers and funds paid to suppliers; c) the difference between all income and expenses of the enterprise in the reporting period.	UK-2

Job Number	Correct answer	Content of the Assessment Tool	Competence
11.	c	A method in which the risk of possible damage is divided among the project participants in such a way that the possible losses of each are relatively small is: a) diversification; b) limitation; c) distribution; d) Unification	UK-2
12.	b	When analyzing and assessing the risks of an entrepreneurial project, the following is used: a) critical path method; b) decision tree method; c) simplex method.	UK-2
13.	a	Is risk inherent in social entrepreneurship? a) Yes, risk is an integral part of entrepreneurship; b) Yes, but only in conditions of crises and inflation; c) no	UK-2
14.	c	The purpose of entrepreneurship is: a) meeting the needs of the population in goods and services; b) replenishment of the state budget with tax revenues; c) Systematic profit making	UK-2
15.	b	Keywords that define the concept of "entrepreneurship": a) risk, profit, needs, competition; b) risk, profit, initiative, innovation; c) competition, profit, taxes	UK-2
16.	b	Subjects of social entrepreneurship can be: a) individuals; b) individuals and legal entities; c) Legal entities	UK-2

Job Number	Correct answer	Content of the Assessment Tool	Competence
17.	ph	The basis of state entrepreneurship is: a) unitary municipal enterprises; b) strategically important enterprises and institutions; c) Banking Structures	UK-2
18.	b	In what form is individual entrepreneurship registered? a) legal entity; b) an individual; c) Joint activities	UK-2
19.	a	Who are classified as legal entities? a) firms, enterprises, organizations; b) employees; c) of the unemployed	UK-2
20.	c	Members of a joint-stock company are: a) executors; b) comrades; c) Shareholders	UK-2
21.	a	Risk in an entrepreneurial project is: a) the probability of unforeseen losses of expected profits, income, cash or property due to accidental changes in the conditions of economic activity, unfavorable circumstances or mistakes; b) The result of human labor: products, works, services, scientific discovery, idea, etc., the amount of products that will not allow the enterprise to leave the profit zone	UK-2
22.	a,b,c	The means of risk resolution in an entrepreneurial project include: a) retention; b) transmission; c) avoidance; d) unification;	UK-2

Job Number	Correct answer	Content of the Assessment Tool	Competence
		e) Insurance	
23.	a,b,c,d	Methods of reducing the degree of risk in an entrepreneurial project include: a) diversification; b) unification; c) distribution; d) limitation; e) transmission; f) Avoidance	UK-2
24.	a	A method in which the risk of possible damage is divided among the project participants in such a way that the possible losses of each are relatively small is: a) distribution; b) diversification; c) limitation; d) Unification	UK-2
25.	a	The selection of combinations of investment entrepreneurial projects, when not just their diversity is achieved, but a certain interdependence of income dynamics and an acceptable level of risk, is: a) diversification; b) distribution; c) limitation; d) Unification	UK-2
26.	d	Internet marketing tools in an entrepreneurial project do not include: a) contextual advertising; b) viral advertising; c) targeted advertising; d) TV Commercials	UK-9
27.	a	Targeted advertising in an entrepreneurial project is:	UK-9

Job Number	Correct answer	Content of the Assessment Tool	Competence
		a) The tool is based on the preliminary selection of the target audience (analytical function of marketing) and the demonstration of relevant advertising to them. Marketers study the behavioral factors of the target audience, demographic characteristics, geolocation of users, collect retargeting lists (browser cookies); b) site optimization to meet the requirements of search engines; c) Social Media Marketing	
28.	b	SEO advertising in an entrepreneurial project is: a) The tool is based on the preliminary selection of the target audience (analytical function of marketing) and the demonstration of relevant advertising to them. Marketers study the behavioral factors of the target audience, demographic characteristics, geolocation of users, collect retargeting lists (browser cookies); b) site optimization to meet the requirements of search engines; c) Social Media Marketing	UK-9
29.	c	SMM advertising in an entrepreneurial project is: a) The tool is based on the preliminary selection of the target audience (analytical function of marketing) and the demonstration of relevant advertising to them. Marketers study the behavioral factors of the target audience, demographic characteristics, geolocation of users, collect retargeting lists (browser cookies); b) site optimization to meet the requirements of search engines; c) Social Media Marketing	UK-9
30.	d	Miserable advertising in an entrepreneurial project is: a) The tool is based on the preliminary selection of the target audience (analytical function of marketing) and showing them relevant advertising. marketers study the behavioral factors of the target audience, demographic characteristics, geolocation of users, collect retargeting lists (browser cookies); b) site optimization to meet the requirements of search engines; c) social media marketing; d) Placement of banners on Google and Yandex partner sites. The task of banners is not so much to sell as to increase traffic to the selling page	UK-9
31.	a	The second stage of marketing research during design is: a) development of working documents (survey forms, guides);	UK-9

Job Number	Correct answer	Content of the Assessment Tool	Competence
		b) setting the tasks of marketing research; c) determination of the budget for marketing research; d) collection of information; e) Information processing	
32.	b	The first stage of marketing research in an entrepreneurial project is: a) development of working documents (survey forms, guides); b) setting the tasks of marketing research; c) determination of the budget for marketing research; d) collection of information; e) Information processing	UK-9
33.	c	The fourth stage of marketing research in an entrepreneurial project is: a) development of working documents (survey forms, guides); b) setting the tasks of marketing research; c) determination of the budget for marketing research; d) collection of information; e) Information processing	UK-9
34.	d	The fifth stage of marketing research in an entrepreneurial project is: a) development of working documents (survey forms, guides); b) setting the tasks of marketing research; c) determination of the budget for marketing research; d) collection of information; e) Information processing	UK-9
35.	e	The sixth stage of marketing research in an entrepreneurial project is: a) development of working documents (survey forms, guides); b) setting the tasks of marketing research; c) determination of the budget for marketing research; d) collection of information;	UK-9

Job Number	Correct answer	Content of the Assessment Tool	Competence
		e) Information processing	
36.	a	Marketing research can be: a) cabinet and field; b) real and portfolio; c) own and borrowed; d) group and individual	UK-9
37.	c	Desk marketing research in design includes: a) survey; b) questionnaires; c) analysis of documents and other secondary sources; d) observation; e) Experiment	UK-9
38.	c	Field marketing research in design does not include: a) survey; b) questionnaires; c) analysis of documents and other secondary sources; d) observation; e) Experiment	UK-9
39.	a	The marketing strategy "Segmentation" in an entrepreneurial project is: a) Identification and description of target consumers; b) Formation of a certain image of an entrepreneur in the minds of target consumers	UK-9
40.	c	The segmentation strategy in an entrepreneurial project involves: a) differentiation from competitors; b) falling into the need; c) differentiated marketing, undifferentiated marketing, focusing	UK-9
41.	a,b	The positioning strategy in an entrepreneurial project involves:	UK-9

Job Number	Correct answer	Content of the Assessment Tool	Competence
		a) differentiation from competitors; b) falling into the need; c) differentiated marketing, undifferentiated marketing, focusing; d) intensive distribution; selective distribution; exclusive distribution	
42.	d	The distribution policy in an entrepreneurial project includes: a) differentiation from competitors; b) falling into the need; c) differentiated marketing, undifferentiated marketing, focusing; d) intensive distribution; selective distribution; exclusive distribution	UK-9
43.	c	An organizational function and a set of processes for creating, promoting, and providing a product or service to customers and managing relationships with them for the benefit of an entrepreneurial project is: a) revenue; b) profit; c) marketing; d) management; e) entrepreneurship; f) Risks	UK-9
44.	a	The analytical function of marketing in an entrepreneurial project is: a) a set of measures to study external and internal factors that affect the company, the market and consumer demand, this includes the analysis of the niche and competitors, the study of the needs of the target audience and forecasting consumer behavior; b) development and introduction of a new product to the market; c) introduction of new technologies into the production process	UK-9
45.	c	The innovative function of marketing in an entrepreneurial project is: a) A set of measures to study external and internal factors that affect the company, the market and consumer demand, this includes the analysis of the niche and competitors, the study of the needs of the target audience and the forecasting of consumer behavior;	UK-9

Job Number	Correct answer	Content of the Assessment Tool	Competence
		b) development and introduction of a new product to the market; c) introduction of new technologies into the production process	
		Practical tasks	
46.		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)	UK-2
47.		Come up with and present a social entrepreneurial project in the form of a table on the following points: Product <i>(a good or service that will be offered to the market)</i> Customer value proposition (what customer problem the product/service solves) Target audience: - <i>Buyers</i> - <i>Consumers</i> Sales markets <i>(the end consumer is people, or the company that will use your products further, or the company is a wholesale or wholesale-retail intermediary)</i>	UK-2
48.		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: <i>(who is needed for the implementation of the project - director, marketer, production workers)</i>	UK-9

Job Number	Correct answer	Content of the Assessment Tool						Competence																						
		Position	Number of employees	Salary, amount per month, RUB	Contributions to extra-budgetary funds, rubles	Payroll costs, total per year, rubles																								
49.		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 investments, thousand rubles <table><tr><td>Cost Name</td><td>Cost, thousand rubles</td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table> Table 2 – Current costs, thousand rubles <table><tr><td>Cost Name</td><td>Cost, thousand rubles per month</td><td>Cost, thousand rubles per year</td></tr><tr><td></td><td></td><td></td></tr></table>						Cost Name	Cost, thousand rubles															Cost Name	Cost, thousand rubles per month	Cost, thousand rubles per year				UK-2
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Job Number	Correct answer	Content of the Assessment Tool					Competence																											
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Total																																		
50.		Determine the optimal sources of financial resources for a social entrepreneurial project. Table 3 – Sources of financial resources, thousand rubles <table><tr><td colspan="2">Name of the source of financial resources</td><td>Amount, thousand rubles</td></tr><tr><td colspan="2">Own funds, including:</td><td></td></tr><tr><td colspan="2">***</td><td></td></tr><tr><td colspan="2">Borrowed funds, including:</td><td></td></tr><tr><td colspan="2">***</td><td></td></tr><tr><td colspan="2">Funds raised, including:</td><td></td></tr><tr><td colspan="2">***</td><td></td></tr><tr><td colspan="2">Total</td><td></td></tr></table>					Name of the source of financial resources		Amount, thousand rubles	Own funds, including:			***			Borrowed funds, including:			***			Funds raised, including:			***			Total						UK-2
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Own funds, including:																																		

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Funds raised, including:																																		

Total																																		
51.		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 <table><tr><td>Product Name (commodity group)</td><td>Price, RUB</td><td>Quantity per month, units</td><td>Amount per month, RUB</td><td>Amount per year, thousand rubles</td></tr></table>					Product Name (commodity group)	Price, RUB	Quantity per month, units	Amount per month, RUB	Amount per year, thousand rubles			UK-2																				
Product Name (commodity group)	Price, RUB	Quantity per month, units	Amount per month, RUB	Amount per year, thousand rubles																														

Job Number	Correct answer	Content of the Assessment Tool						Competence
		Total						
52.		Describe and justify the following indicators in tabular form: Optimal marketing strategy for the described project (segmentation, positioning). Distribution policy, namely product promotion channels: <i>through social networks, through stores, we rent to intermediaries, etc.</i> Methods (of marketing) advertising (including Internet marketing tools): <i>street advertising, television advertising, personal advertising, Internet advertising, direct mail, etc.</i>						UK-9
53.		Describe and justify in tabular form: Methods (of marketing) advertising (including Internet marketing tools): <i>street advertising, television advertising, personal advertising, Internet advertising, direct mail, etc.</i>						UK-9
54.		Come up with a sonorous advertising slogan and project logo.						UK-9
55.		Conduct an analysis of potential risks (at least 4 types of risks) associated with the implementation of your project, present in tabular form.						UK-2
		Risk	Causes of occurrence	Possible negative consequences		Ways to minimize risk		

Job Number	Correct answer	Content of the Assessment Tool					Competence
		Topics of group and/or individual creative tasks (development of individual and/or group projects)					
56.		Developed author's business project in the field of social entrepreneurship					UK-2 UK-9

2. Criteria for assessing competencies

A grade of "passed" is given to a student if he/she:

- is able to identify the problem that the project is aimed at solving, competently formulates the goal of the project, its social and commercial objectives;
- is able to build the stages of work on the project, taking into account the sequence of their implementation;
- designs the solution of specific tasks of the project, choosing the optimal way to solve them, based on the current legal norms and available resources and restrictions;
- identifies project participants, organizes effective communication within the team, plans and implements various marketing strategies for interaction with customers when promoting products (works, services), including when working together within the framework of the task.

A grade of "not passed" is given to a student if he/she:

- is unable to identify the problem that the project is aimed at solving, does not formulate the goal of the project, its social and commercial objectives;
- is not able to build the stages of work on the project, taking into account the sequence of their implementation;
- does not design a solution to specific project tasks, choosing the best way to solve them, based on current legal norms and available resources and restrictions;
- does not identify project participants, does not organize effective communication within the team, does not plan and implements various marketing strategies for interaction with customers when promoting products (works, services), including when working together within the framework of the task.

The credit procedure is not carried out as a separate control measure, the assessment of the student's knowledge takes place based on the results of the current control.

Credit is given based on the results of work in the semester, provided for by the current monitoring of progress.

The procedure for assigning a test is carried out at the last practical lesson; the assessment of the student's knowledge takes place based on the results of the defense of practical works and the assessment of the student's knowledge. Before the test, the student must fully complete practical tasks, draw up lecture material. If there are debts on the current certification in this discipline, the student is not allowed to take the test. Current certification of students is carried out by teachers who conduct practical classes in the discipline in the following forms: interview and defense of practical works. The grounds for reducing the grade are: not completing the task in full; late submission of completed work, poor knowledge of topics and basic terminology; passivity of participation in group work; lack of ability to apply theoretical knowledge to solve practical problems.

Current control of students is carried out by teachers who conduct practical classes in the discipline in the following forms: interview, testing, problem solving, development of an author's business project in the field of social entrepreneurship.