



## Syllabus Course Program



# GDP2 Business planning and organization

**Specialty**

075 – Marketing

**Institute**

Educational and Scientific Institute of Economics, Management and International Business

**Educational program**

Marketing

**Department**

Marketing (201)

**Level of education**

Master's level

**Course type**

Special (professional), Elective

**Semester**

2

**Language of instruction**

English, Ukrainian

## Lecturers and course developers

**First name and surname**

Nadiia.Tkachova@khpi.edu.ua

Associate Professor, Candidate of Economic Sciences, Associate Professor of the Department of Marketing

Work experience - 14 years. The author of more than 90 scientific and educational methodical works. Leading lecturer on the courses: "Event Marketing", "Business Planning and Organization".

<https://web.kpi.kharkov.ua/marketing/>

## General information

### Summary

Formation of knowledge and skills of students regarding planning and formation of own budget, organization of entrepreneurial activities of individuals, organization and planning of activities of legal entities, and accounting support of economic activities

### Course objectives and goals

The main goal of the course "Business Planning and Organization" — to form students a clear idea of business planning and organization, to know the main organizational and legal forms of management and types of economic activity in Ukraine, the essence and basic principles of taxation of business activities of natural persons - entrepreneurs and legal entities in Ukraine. To be able to form a financial plan, carry out accounting support of the household, carry out state registration of the activity of an individual as an entrepreneur and a legal entity with the choice of a rational organizational and legal form of conducting business, determine the order of relations between individuals and legal entities with controlling bodies.

### Format of classes

Lectures, practical classes, consultations. Final control - an exam.

## Competencies

ZK1. Ability to make informed decisions.

ZK2. Ability to generate new ideas (creativity).

ZK3. The ability to evaluate and ensure the quality of the work performed.

SK2. The ability to correctly interpret the results of the latest theoretical research in the field of marketing and the practice of their application.

SK3. Ability to conduct independent research and interpret their results in the field of marketing.

SK6. The ability to choose and apply effective means of managing marketing activities of a market entity at the level of an organization, division, group, network.

## Learning outcomes

P1. To know and be able to apply modern principles, theories, methods and practical methods of marketing in practical activities.

P3. Plan and carry out own research in the field of marketing, analyze its results and justify the adoption of effective marketing decisions in conditions of uncertainty

P6. To be able to increase the effectiveness of the marketing activity of a market entity at different levels of management, develop projects in the field of marketing and manage them.

P9. Understand the essence and features of using marketing tools in the process of making marketing decisions.

P10. Justify marketing decisions at the level of a market entity using modern management principles, approaches, methods, techniques.

P13. Manage the marketing activities of the market entity, as well as its divisions, groups and networks, determine the criteria and indicators of its evaluation.

## Student workload

The total volume of the discipline is 150 hours. (5 ECTS credits): lectures – 32 hours, practical classes – 32 hours, independent work – 86 hours

## Course prerequisites

SP2 Relationship Marketing - 5 credits

SP3 Brand management - 4 credits

## Features of the course, teaching and learning methods, and technologies

Lectures are conducted using multimedia technologies. In practical classes game methods are used, attention is focused on information technologies in marketing. Discussions. Educational materials are placed in Teams

## Program of the course

### Topics of the lectures

#### Topic 1. Basics of financial literacy

The essence of the concept of household finances. Mobile applications for basic operations. Management of own finances. Purchase and payment of goods on the Internet, payment of services, including utilities.

#### Topic 2. Subjects of entrepreneurial activity.

The concept of the subject of entrepreneurship, its types. An individual entrepreneur, the procedure for his state registration. Concept and state registration of a legal entity

#### Topic 3. Rules for the sale of goods

The specifics of selling goods of different groups. Sale of food products. Sale of alcoholic products. Sale of tobacco products. Sale of confectionery products.

#### Topic 4 Licensing of entrepreneurial activity

Licensing of entrepreneurial activity: concepts, grounds, normative and legal regulations. Types of economic activity subject to licensing

#### Topic 5. Business and contractual obligations

Concepts and types of business contracts. Functions of business contracts. Content of the business contract.

#### Topic 6. Taxation of entrepreneurial activity

General provisions on taxation of entrepreneurial activity.

General system of taxation. Simplified tax system. Tax reporting

#### Topic 7. Organization of exhibition activities of enterprises

#### Topic 8. Theoretical test No. 1

#### Topic 9. Organization of business financial support

Prospects for the growth of investment activity. The current state of business lending in Ukraine

#### Topic 10. Types and codes of professions

Acquaintance with the main professions of Ukraine.

#### Topic 11. Franchising

Basic concepts of franchising. Types of franchising.

#### Theme 12. Leasing.

Basic concepts of leasing. Types of leasing.

#### Topic 13. Liquidation of business activity

#### Topic 14. Control over the implementation of entrepreneurial activity

Control over the implementation of entrepreneurial activity: concepts, forms, types. Principles and functions of control over the implementation of entrepreneurial activity. Audit: concepts, subjects, grounds for conducting, regulatory and legal regulations

#### Topic 15. Legislative acts regulating business activity in Ukraine.

#### Topic 16. Theoretical test #2

### Topics of the workshops

Topic 1. Building a diagram of the influence of external and internal environmental factors on business organization.

Topic 2. Filling out registration forms for opening a business entity.

Topic 3. Sale of food products. Sale of alcoholic products. Sale of tobacco products. Sale of confectionery products.

Topic 4. Familiarization and completion of documents submitted to the licensing authority for obtaining a license

Topic 5. The procedure for concluding an economic contract

Topic 6. Acquaintance and completion of tax reporting.

Topic 7. Calculation of the cost of the enterprise's participation in the international exhibition

Topic 8. Practical control work #1

Topic 9. Analysis of banks in Ukraine

Topic 10. Work with the classifier of professions

Topic 11. Indicators for evaluating the economic efficiency of franchising enterprises

Topic 12. Indicators for evaluating the economic efficiency of leasing enterprises

Topic 13. Filling out the liquidation forms of the subject of entrepreneurial activity Topic 14. State control over the implementation of entrepreneurial activity.

Topic 15. Objects and subjects of control over the implementation of entrepreneurial activity.

Topic 16. Practical test #2

### Topics of the laboratory classes

Laboratory work is not provided

### Self-study

Elaboration of lecture material

Preparation for practical (seminar) classes

Independent study of topics and issues that are not taught in lectures Other types of independent work (P)

An individual calculation task is a creative, independent, completed, theoretical and practical work of a student on the proposed topics, which is performed as extracurricular work. Goal

writing is the practical implementation of knowledge, abilities and skills acquired in the course of lectures and

practical classes, acquiring the ability to independently express an opinion based on the use of sources from a certain topic.

The internal structure of the calculation task: title page; content; introduction (relevance of the topic, purpose, tasks of the research); theoretical consideration of the essence of the problem; stories, causes, types, consequences of the phenomenon under consideration; independent analysis of the given problem using the analytical tools considered within the discipline

conclusions and recommendations summarizing the author's position on the problem, conclusions on the entire work; references.

## Course materials and recommended reading

1. Dolzhansky I.Z, Zagorna T.O. A business plan. Development technology. Kyiv: Center for Educational Literature, 2019. 384 p.
2. Zhigalkevich Zh. Business planning: a study guide for performing calculation work for students of the first (bachelor) level of the field of knowledge 07 "Management and administration" specialty 073 "Management" of the educational and professional program "Management and business administration" of the first. Composer: Zh. Zhigalkevich. – Electronic text data (1 file: \_\_ Mbyte). Kyiv: KPI named after Igor Sikorskyi, 2021. 36 p.
3. Osterwalder O., Piñet I., Bernarda G., Alan S. Developing value propositions. How to create products and services that customers want/ trans. from English R. Kornut. Kyiv: Nash format, 2018. 324p.
4. Melnikov A. Fundamentals of business organization. Study guide / [Center for educational literature](#), 2017. 200 p.
5. Tkachova N. P. Brand strategy for ensuring the competitiveness of an industrial enterprise / N. P. Tkachova, P. G. Pererva // Ukraine in world globalization processes: culture, economy, society: theses addendum. International science and practice conference, March 23-24, 2022 / Kyiv. University of Culture; Kyiv. national University of Culture and Arts. – Kyiv: VC KNUKiM, 2022. – Part 2. – P. 83-85.
6. Marketing strategy of logistics services in business: pricing and distribution policy / P. G. Pererva [et al.] // Bulletin of the National Technical University "Kharkiv Polytechnic Institute" (economic sciences) = Bulletin of the National Technical University "KhPI" (economic sciences): coll. of science pr. – Kharkiv: NTU "KhPI", 2021. – No. 1. – pp. 91-97.
7. Tkachova N. P. Internal benchmarking in the system of competitiveness of the enterprise [Electronic resource] / N. P. Tkachova, P. G. Pererva, A. A. Vynychenko // Problems and perspectives of the development of modern science: coll. theses International science and practice conf. of young scientists, post-graduate students and students of higher education, May 21-22, 2020: at 2 p.m. Part 1 / Nat. University of Water agriculture and nature management. - Electron. text. data. - Rivne, 2020. - P. 522-524. – URL: <http://ep3.nuwm.edu.ua/18488/>, free (application date 09/04/2020).

## Assessment and grading

### Criteria for assessment of student performance, and the final score structure

Description of the final score structure, course requirements, and necessary steps to earn points, especially paying attention to self-study and individual assignments.

### Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

## Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

## Approval

Approved by

28.08.2023



Head of the department  
Diana RAIKO

28.08.2023



Guarantor of the educational  
program  
Oleksandra KOSENKO