

# BUSINESS PLANNING

## COURSE SYLLABUS

Code and name of specialty	073 – Management	Institute	Institute of Education and Science in Economics, Management and International Business
Program name	Business Administration	Department	Management and taxation
Type of program	Professional	Language of instruction	English / Ukrainian

### LECTURER

Nataliia Krasnokutska, [nataliia.krasnokutska@khpi.edu.ua](mailto:nataliia.krasnokutska@khpi.edu.ua)



DSc (Economics), Professor, Head of Management and Taxation Department (NTU “KhPI”)   
 Authored and co-authored over 200 scientific publications. Courses: Management 5 (Performance management), Introduction to specialty (Management), Business valuation, Business planning

### GENERAL DESCRIPTION OF THE COURSE

Summary	The course covers all aspects of creating a solid first draft of the business plan. In this course students will learn how to prepare a comprehensive strategy for launching a new business. The vehicle for achieving this is the preparation of a business plan based on an opportunity that students have selected.
Course objectives	<ul style="list-style-type: none"> <li>to focus on the key components for creating an effective business plan and to gain wide range of management skills related to launching a new business;</li> <li>to deepen students’ understanding of entrepreneurial process based on a hands-on approach (situational analysis and modern practices of feasibility study)</li> <li>to enhance students’ capacity for independent research in the field of business and management</li> </ul>
Types of classes and control	Lectures, workshops, consultations. The course ends with a final exam
Term	6

Student workload (credits) / Type of course

4 / Mandatory

Lectures (hours)

16

Workshops (hours)

32

Self-study (hours)

56

Program competences

SC03. The ability to identify prospects of organization development.  
 SC04. The ability to determine the functional areas of the organization and the relationships between them.  
 SC08. The ability to plan the organization activity and to manage the time.  
 SC09. The ability to work in a team and to establish the interpersonal interaction in solving the professional tasks

Learning outcomes	Teaching and learning methods	Forms of assessment (continuous assessment CAS, final assessment FAS)
LO04. To show skills of identification of problems and justification of management decisions	Interactive lectures with presentations, discussions, workshops, teamwork, case-based learning, student-peer feedback, problem-based learning	Written individual assignments (CAS), practical assessment (CAS), problem sheets (CAS), online tests (CAS), exam in the form of course paper (FAS)
LO05. To describe the content of the functional areas of the organization	Interactive lectures with presentations, discussions, workshops, teamwork, case-based learning, research work, project-based learning	Written individual assignments (CAS), practical assessment (CAS), peer small group presentations (CAS), online tests (CAS), exam in the form of course paper (FAS)
LO06. To show skills of search, collecting and analysis of information, calculation of indicators to substantiate management decisions	Research work (fieldwork), workshops, case-based learning, student-peer feedback, individual and teamwork	Written individual assignments (CAS), practical assessment (CAS), data collection and reporting on fieldwork (CAS), exam in the form of course paper (FAS)
LO07. To show skills of organizational planning	Interactive lectures with presentations, discussions, workshops, project-based learning, teamwork	Written individual assignments (CAS), peer small group presentations (CAS), online tests (CAS), oral presentation of the project (FAS), exam in the form of course paper (FAS)
LO17. To conduct researches individually and/or in group under the leadership of the leader	Research work (fieldwork), workshops, project-based learning, individual and teamwork	Written individual assignments (CAS), reporting on fieldwork (CAS)

### ASSESSMENT AND GRADING

Range s of points corres pondi ng to grades	core (points) for all types of learning activities	ECTS grading scale	The national grading scale	Allocation of grade points
	90-100	A	excellent	
	82-89	B	good	
	74-81	C		
	64-73	D	satisfactory	
	60-63	E		
	35-59	FX	Unsatisfactory (with the exam retake option)	
	0-34	F	Unsatisfactory (with mandatory repetition of the course)	

**100% Final assessment** as a result of Final exam (40%) and Continuous assessment (60%).  
**40% Final exam:** course paper (written business plan) and its oral presentation  
**60% Continuous assessment:**

- 25% practical assessment;
- 25% individual assignments (including problem sheets, reporting on fieldwork, and peer small group presentations)
- 10% mid-term control (2 online tests)

#### Course policy

Students are expected to attend classes regularly, to get to class on time and stay for the duration of the class. In the case of absence, students will be required to submit all assignments to make up for the missed classes. Students are also expected to come to class having read all the required material and being ready to productively participate in the class discussions. Written assignments should be submitted before the specified deadlines.

### COURSE STRUCTURE AND CONTENT

Lecture	Content	Workshop	Content	Self-reflection	Activity
Lecture 1	Introduction to Business Planning	Workshop 1-2	Design thinking and Screening Business Ideas	S	Generating and Screening Business Ideas (use problem sheets)
Lecture 2	Market Analysis	Workshop 3-5	Target Audience Survey and Market Research	e	Creating a target audience survey, conducting industry analysis, identifying and assessing competitors, developing business model and sales plan
Lecture 3	Business Model Canvas	Workshop 6-7	Business Model Canvas and	f	
				-	Creating a Business Model Canvas and Strategic Canvas for the business

			its Reviewing	<b>s t u d y</b>	idea with the help of special free online service canvanizer.com, reviewing this model and creating a story
<b>Lecture 4</b>	Operations Plan opment Plan	<b>Workshop 8-9</b>	Planning Physical Resources and Support Systems		Selecting a location, identifying space requirements, planning equipment, furniture and machinery, IT services
<b>Lecture 5</b>	Management Team & Company Structure	<b>Workshop 10-11</b>	Planning and Organizing Staff Resources		Writing a staffing schedule and organizational chat, preparing a cap table
<b>Lecture 6</b>	Financial Plan and Appraisal	<b>Workshop 12-13</b>	Planning and Managing Business Finance		This task covers all things financial, including the 3-5 years financial projections, the breakeven analysis, the unit economics, and the capital required to start up
<b>Lecture 7</b>	Legal and Social Compliance	<b>Workshop 14-15</b>	Preparing Legal Framework		Studying an intellectual property law-patents; copyrights; trademarks; major hidden tax traps in starting a business; general questions and answers on legal issues for the entrepreneur
<b>Lecture 8</b>	Executive Summary and Tips for Pitching	<b>Workshop 16</b>	Preparing a Brief Overview and Final Business Plan Presentations		Preparing 2-3-pages executive summary of the business plan, which briefly gives a holistic perspective of the business and why you'll be successful. Preparing final presentation and pitch

### RECOMMENDED READING

<b>C o m p u l s o r y</b>	1. Abrams, R. M. (2014). <i>Successful business plan: secrets &amp; strategies</i> . 6th ed. Palo Alto, Calif.: Planning Shop.	<b>R e c o m m e n d e d</b>	1. Savchenko, O. [et al.] (2016). Innovative entrepreneurship. Kharkiv : LL "PLANETA-PRINT Ltd".
	2. Williams, K. (2010). <i>Brilliant Business Plan</i> . Pearson Canada.		2. Савченко, О. І., Нестеренко, Р. О., Побережний, Р. О. (2015). Інноваційне підприємництво та бізнес-планування. Харків : Щедра садиба плюс.
	3. Entrepreneur Media (2015). <i>Write Your Business Plan: Get Your Plan in Place and Your Business off the Ground</i> . Entrepreneur Press.		3. Nunn, L., & McGuire, B. (2010). The importance of a good business plan. <i>Journal of Business &amp; Economics Research</i> (JBER), 8(2).
	4. McKeever, M. (2017). <i>How to Write a Business Plan</i> . 13d ed. NOLO.		4. Simoneaux, S., & Stroud, C. (2011). A business plan: The GPS for your company. <i>Journal of Pension Benefits Issues in Administration</i> , 17(3), 92-95.
	5. Sahlman, W. A. (2008). <i>How to write a great business plan</i> . Harvard Business Press.		5. Bridge, S., & Hegarty, C. (2012). An alternative to business plan based advice for start-ups?. <i>Industry and Higher Education</i> , 26(6), 443-452.
	6. Burns, P., & Dewhurst, J. (Eds.). (2016). <i>Small business and entrepreneurship</i> . Macmillan International Higher Education.		6. Mullins, J. (2010). What to do before you write a business plan. <i>Business strategy review</i> , (4), 92-93.
	7. Hiduke, G., & Ryan, J. D. (2013). <i>Small business: an entrepreneur's business plan</i> . Cengage Learning.		7. Türko, E. S. (2016). Business plan vs business model canvas in entrepreneurship trainings, a comparison of students' perceptions. <i>Asian Social Science</i> , 12(10), 55-62.
	8. Finch, B. (2013). <i>How to write a business plan</i> (Vol. 35). Kogan Page Publishers.		8. Mullins, J. W., & Komisar, R. (2010). A business plan? Or a journey to plan B?. <i>MIT Sloan management review</i> , 51(3), 1.

### Academic integrity

Students are expected to adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI".

The content of this syllabus is consistent with the Business Planning course program.