

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	Management Of Organizations And Administration	Department	Management
Type of program	Educational and Professional	Language of instruction	English/Ukrainian

LECTURER

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DSc (Economics), Professor; Director of Institute of Education and Science in Economics, Management and International Business; Professor of Management 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"> ● 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; ● to deepen students’ understanding of entrepreneurial process based on a hands-on approach (situational analysis and modern practices of feasibility study) ● to enhance students’ capacity for independent research in the field of business and management
Types of classes and control	Lectures, workshops, consultations. The course ends with a final test
Term	5

Student workload (credits) / Type of course	5 / Elective	Lectures (hours)	32	Workshops (hours)	16	Self-study (hours)	102
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Program competences	<p>GC01. The ability to realize own rights and responsibilities as a member of society, understand the values of civil (democratic) society and the need for its sustainable development, rule of law, human and civil rights and freedoms in Ukraine.</p> <p>GC03. The ability to abstract thinking, analysis, synthesis.</p>
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GC04. The ability to apply knowledge in practical situations.
 GC05. Knowledge and understanding the subject area and understanding the professional activity.
 GC09. The ability to learn and to master modern knowledge.
 GC10. The ability to conduct research at an appropriate level.
 GC11. The ability to adapt and perform in a new situation.
 GC13. The appreciation and respect for diversity and multiculturalism.
 GC14. The ability to work in an international context.
 SC01. The ability to identify and describe the characteristics of organizations.
 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.
 SC06. The ability to act socially responsible and consciously.
 SC07. The ability to choose and to use modern tools of management.
 SC08. The ability to plan the organization activity and to manage the time.
 SC10. The ability to assess the performed works, to ensure their quality, and to motivate the staff of the organization.
 SC11. The ability to create and manage effective communication in the process of management.
 SC13. To understand the principles and rules of law and to use them in a professional activity.
 SC14. To understand the principles of psychology and use them in a professional activity.
 SC 1.1. Ability to collect and process primary accounting and management information; understand and be able to apply accounting and auditing systems.
 SC 1.3. Understand the principles of business ethics and use them in professional activities.
 SC 2.1. Ability to collect and process primary accounting and management information in the service sector.
 SC 2.2. Ability to formulate the main tasks related to teamwork in IT organizations.

Learning outcomes	Teaching and learning methods	Forms of assessment (continuous assessment CAS, final assessment FAS)
LO01. To know the rights and duties as a member of society, be aware of the values of civil society, the rule of law, human and citizen rights, and freedoms in Ukraine.	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), final test in the form of individual calculation task (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), final test in the form of individual calculation task (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), final test in the form of individual calculation task (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), final test in the form of individual calculation task (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), final test in the form of individual calculation task (FAS)

LO09. To demonstrate skills of interaction, leadership, and teamwork.	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), oral presentation of the project (FAS), final test in the form of individual calculation task (FAS)
LO10. To have the skills to substantiate effective tools for motivating the staff of the organization.	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), , reporting on fieldwork (CAS)
LO11. To demonstrate the skills of analyzing the situation and communicating in various areas of the organization's activities.	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), final test in the form of individual calculation task (FAS)
LO16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.	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	Score (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 test (40%) and Continuous assessment (60%).
40% Final test: individual calculation task (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 1-2	Introduction to Business Planning	Workshop 1	Design thinking and Screening Business Ideas	Self-study	Generating and Screening Business Ideas (use problem sheets)
Lecture 3-4	Market Analysis	Workshop 2	Target Audience Survey and Market Research		Creating a target audience survey, conducting industry analysis, identifying and assessing competitors, developing business model and sales plan
Lecture 5-6	Business Model Canvas	Workshop 3	Business Model Canvas and its Reviewing		Creating a Business Model Canvas and Stategic Canvas for the business idea with the help of special free online service canvanizer.com, reviewing this model and creating a story

Lecture 7-8	Operations Plan opment Plan	Workshop 4	Planning Physical Resources and Support Systems	Selecting a location, identifying space requirements, planning equipment, furniture and machinery, IT services
Lecture 9-10	Management Team & Company Structure	Workshop 5	Planning and Organizing Staff Resources	Writing a staffing schedule and organizational chat, preparing a cap table
Lecture 11-12	Financial Plan and Appraisal	Workshop 6	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
Lecture 13-14	Legal and Social Compliance	Workshop 7	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
Lecture 15-16	Executive Summary and Tips for Pitching	Workshop 8	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

C o m p u s o r y	1. Abrams, R. M. (2014). <i>Successful business plan: secrets & strategies</i> . 6th ed. Palo Alto, Calif.: Planning Shop.	A d d i t i o n a l	1. <i>Innovative entrepreneurship: textbook</i> / O. Savchenko [et al.] ; ed. O. Savchenko ; National Technical University "Kharkiv Polytechnic Institute". – Kharkiv : LL "PLANETA-PRINT Ltd", 2016. – 200 p.
	2. Williams, K. (2010). <i>Brilliant Business Plan</i> . Pearson Canada.		2. Савченко О. І. <i>Інноваційне підприємництво та бізнес-планування</i> : навч.-метод. посібник / О. І. Савченко, Р. О. Нестеренко, Р. О. Побережний ; Нац. техн. ун-т "Харків. політехн. ін-т". – Харків : Щедра садиба плюс, 2015. – 160 с.
	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). <i>The importance of a good business plan</i> . Journal of Business & Economics Research (JBER), 8(2).
	4. McKeever, M. (2017). <i>How to Write a Business Plan</i> . 13d ed. NOLO.		4. Simoneaux, S., & Stroud, C. (2011). <i>A business plan: The GPS for your company</i> . Journal of Pension Benefits Issues in Administration, 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). <i>An alternative to business plan based advice for start-ups?</i> . Industry and Higher Education, 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). <i>What to do before you write a business plan</i> . Business strategy review, (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). <i>Business plan vs business model canvas in entrepreneurship trainings, a comparison of students' perceptions</i> . Asian Social Science, 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). <i>A business plan? Or a journey to plan B?</i> . MIT Sloan management review, 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.