

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
Type of program	Educational and Professional	Language of instruction	English

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 exam
Term	5

Student workload (credits) / Type of course	4 / Mandatory	Lectures (hours)	16	Workshops (hours)	32	Self-study (hours)	72
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Program competences	GC03. The ability to abstract thinking, analysis, synthesis. 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.
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GC10. The ability to conduct research at an appropriate level.
 GC11. The ability to adapt and perform in a new situation.
 GC12. The ability to generate new ideas (creativity).
 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.
 SC09. The ability to generate business ideas, to justify the feasibility and forms of their implementation as well as present them to stakeholders
 SC10. The ability to work in a team and to establish interpersonal interaction in solving professional tasks.
 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.

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), exam in the form of course paper (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)
LO09. To plan and to organize an operational activities, to manage the business entity resources effectively.	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)
LO10. 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),), 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), exam in the form of course paper (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	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: <ul style="list-style-type: none">• 25% practical assessment;• 25% individual assignments (including problem sheets, reporting on fieldwork, and peer small group presentations)• 10% mid-term control (2 online tests)
	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)		

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	Introduction to Business Planning	Workshop 1-2	Design thinking and Screening Business Ideas	Self-study	Generating and Screening Business Ideas (use problem sheets)
Lecture 2	Market Analysis	Workshop 3-5	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 3	Business Model Canvas	Workshop 6-7	Business Model Canvas and its Reviewing		Creating a Business Model Canvas and Strategic Canvas for the business idea with the help of special free online service canvanizer.com, reviewing this model and creating a story
Lecture 4	Operations Plan opment Plan	Workshop 8-9	Planning Physical Resources and Support Systems		Selecting a location, identifying space requirements, planning equipment, furniture and machinery, IT services
Lecture 5	Management Team & Company Structure	Workshop 10-11	Planning and Organizing Staff Resources		Writing a staffing schedule and organizational chart, preparing a cap table
Lecture 6	Financial Plan and Appraisal	Workshop 12-13	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 7	Legal and Social Compliance	Workshop 14-15	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 8	Executive Summary and Tips for Pitching	Workshop 16	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 l s o r y	<ol style="list-style-type: none"> 1. Abrams, R. M. (2014). <i>Successful business plan: secrets & strategies</i>. 6th ed. Palo Alto, Calif.: Planning Shop. 2. Williams, K. (2010). <i>Brilliant Business Plan</i>. Pearson Canada. 3. Entrepreneur Media (2015). <i>Write Your Business Plan: Get Your Plan in Place and Your Business off the Ground</i>. Entrepreneur Press 4. McKeever, M. (2017). <i>How to Write a Business Plan</i>. 13d ed. NOLO. 5. Sahlman, W. A. (2008). <i>How to write a great business plan</i>. Harvard Business Press. 6. Burns, P., & Dewhurst, J. (Eds.). (2016). <i>Small business and entrepreneurship</i>. Macmillan International Higher Education. 7. Hiduke, G., & Ryan, J. D. (2013). <i>Small business: an entrepreneur's business plan</i>. Cengage Learning. 8. Finch, B. (2013). <i>How to write a business plan</i> (Vol. 35). Kogan Page Publishers. 	A d d i t i o n a l	<ol style="list-style-type: none"> 1. <i>Innovative entrepreneurship</i>: textbook / O. Savchenko [et al.] ; ed. O. Savchenko ; National Technical University "Kharkiv Polytechnic Institute". – Kharkiv : LL "PLANETA-PRINT Ltd", 2016. – 200 p. 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. Nunn, L., & McGuire, B. (2010). <i>The importance of a good business plan</i>. Journal of Business & Economics Research (JBER), 8(2). 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. 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. Mullins, J. (2010). <i>What to do before you write a business plan</i>. Business strategy review, (4), 92-93. 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. Mullins, J. W., & Komisar, R. (2010). <i>A business plan? Or a journey to plan B?</i>. MIT Sloan management review, 51(3), 1
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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.