



## Syllabus Course Program



# Business Planning

### Specialty

073 – Management

### Educational program

Management of organizations and administration

### Level of education

Bachelor's level

### Semester

5

### Institute

Institute of Education and Science in Economics, Management and International Business

### Department

Management (204)

### Course type

Elective

### Language of instruction

English

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## Lecturers and course developers



### Mariia Foshchii

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senior lecturer of Management department

Authored and co-authored over 10 scientific and methodological publications. Courses: Business Valuation, Business Planning, Fundamentals of fundraising, Competitiveness management

[More about the lecturer on the department's website](#)

## General information

### 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 and goals

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.

### Format of classes

Lectures, workshops, consultations, self-study. Individual calculation task. Final control in the form of a test. (Differentiated grading).

### Competencies

GC03. The ability for abstract thinking, analysis, synthesis.

GC04. The ability to apply knowledge in practical situations  
GC05. Knowledge and understanding of the subject area and understanding of 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 to a new situation and take an action.  
GC12. The ability to generate new ideas (creativity).  
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 for organizational development.  
SC04. The ability to determine the functional areas of an organization and the relationships between them.  
SC06. The ability to act in a socially responsible and conscientious manner.  
SC07. The ability to choose and use modern tools of management.  
SC09. The ability to work in a team and to establish interpersonal interaction when solving professional tasks.  
SC11. The ability to create and organize effective communication in the process of management.  
SC13. To understand the principles and rules of law and to use them in the professional activity.

### **Learning outcomes**

LO 01. 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.  
LO 04. To demonstrate the ability to identify problems and justify managerial decisions.  
LO 05. To describe the content of the functional areas of an organization.  
LO 06. To demonstrate the skills related to search, collection, and analysis of information, calculation of indicators for substantiation of managerial decisions.  
LO 07. To demonstrate the skills of organizational planning.  
LO 09. To demonstrate the skills of interaction, leadership, and teamwork.  
LO 10. To possess the skills of justifying effective instruments for motivating the personnel of an organization.  
LO 11. To demonstrate the skills of situation analysis and communications in various areas of an organization's activities.  
LO 16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical.  
LO 18. To demonstrate skills related to the identification and analysis of organizational problems, making of well-grounded organizational decisions, development of operational strategies and planning of organizational behavior.

### **Student workload**

The total volume of the course is 150 hours (5 ECTS credits): lectures - 32 hours, workshops - 16 hours, self-study - 102 hours.

### **Course prerequisites**

To successfully complete the course, it is necessary to have knowledge and practical skills from the following courses: "Introduction to Speciality", "Fundamentals of Management", "Finance, money and credit", "Marketing", "Human Resource Management", "Enterprise Economics".

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

Lectures are delivered interactively with the use of multimedia technologies. Practical workshops use a project-based learning approach, game-based methods and case-study learning, discussions and student-peer feedback. Learning materials are available to students via Google Classroom.

## Program of the course

### Topics of the lectures

#### Topic 1. Introduction to Business Planning.

Generating and Screening Business Ideas (with the use of problem sheets).

#### Topic 2. Market Analysis.

Creation of a target audience survey, conducting industry analysis, identification and assessing of competitors, developing business model and sales plan

#### Topic 3. Business Model Canvas.

Creation of a Business Model Canvas and Strategic Canvas for the business idea with the help of special free online services.

#### Topic 4. Operation Plan.

Selection of location, identification of space requirements, planning equipment, furniture and machinery, IT services.

#### Topic 5. Management Team & Company Structure.

Writing of staffing schedule and organizational chart, preparation of cap table.

#### Topic 6. Financial Plan and Appraisal.

Financial projections, the breakeven analysis, the unit economics, and the capital required to start up.

#### Topic 7. Legal and Social Compliance.

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.

#### Topic 8. Executive Summary and Tips for Pitching.

### Topics of the workshops

#### Topic 1. Design thinking and Screening Business Ideas.

#### Topic 2. Target Audience Survey and Market Research.

#### Topic 3. Business Model Canvas and its Reviewing.

#### Topic 4. Planning Physical Resources and Support Systems.

#### Topic 5. Planning and Organizing Staff Resources.

#### Topic 6. Planning and Managing Business Finance.

#### Topic 7. Preparing Legal Framework.

#### Topic 8. Preparing a Brief Overview and Final Business Plan Presentations.

### Topics of the laboratory classes

No laboratory classes are included in the plan.

### Self-study

The course involves learning additional materials regarding the topics of the lectures. The course includes performing an individual calculation task and its oral presentation. Students are also recommended additional materials (videos, articles) for independent study and analysis.

## Course materials and recommended reading

1. Abrams, R. M. (2014). Successful business plan: secrets & strategies. 6th ed. Palo Alto, Calif.: Planning Shop.
2. Osterwalder, A., Pigneur, Y., Oliveira, M. A. Y., & Ferreira, J. J. P. (2011). Business Model Generation: A handbook for visionaries, game changers and challengers.
3. Osterwalder, A., & Pigneur, Y. (2013). Designing business models and similar strategic objects: the contribution of IS. Journal of the Association for information systems, 14(5), 237.
4. Massa, L., Tucci, C. L., & Afuah, A. (2017). A critical assessment of business model research. Academy of Management annals, 11(1), 73-104.

5. Entrepreneur Media (2015). Write Your Business Plan: Get Your Plan in Place and Your Business off the Ground. Entrepreneur Press.
6. Türko, E. S. (2016). Business plan vs business model canvas in entrepreneurship trainings, a comparison of students' perceptions. Asian Social Science, 12(10), 55-62.
7. Savchenko, O. [et al.] (2016). Innovative entrepreneurship. Kharkiv : LL "PLANETA-PRINT Ltd".
8. Савченко О. І. Інноваційне підприємництво та бізнес-планування : 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.

## Assessment and grading

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

100% final grade is the result of the final assessment (40%) and continuous assessment (60%).

**Final assessment:** final test (10%); individual calculation task (written business plan) and its oral presentation (30%)

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

### 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

Date, signature

Head of the department  
Olena PROKHORENKO

Date, signature

Guarantor of the educational program  
Olena PROKHORENKO