



Syllabus Course Program



BUSINESS MODELLING

Specialty

073 – Management

Educational program

Business-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

Special (professional), Mandatory

Language of instruction

English

Lecturers and course developers



Nataliia Krasnokutska

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DSc (Economics), Professor, Director of Institute of Education and Science in Economics, Management and International Business (NTU “KhPI”) Authored and coauthored over 200 scientific publications. Courses: Performance management, Business valuation, Business planning

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



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 and helps strengthen understanding of business idea, and make idea clearly and concisely to Potential Co-founders, investors etc. 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 model and plan and to gain wide range of management skills related to launching a new business;
to identify common revenue models
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 - 32 h., Workshops - 16 h., self-study - 72 h. Final control in the form of an exam.

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.
SC08. The ability to plan the organization activity and to manage time.
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.
SC16. The ability to generate business ideas, to justify their feasibility and forms of their implementation as well as present them to stakeholders

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 17. To conduct research individually and/or in a group under the supervision of a leader.
LO 18. To plan business activities and organize the provision of resources to a business entity.

Student workload

The total volume of the course is 120 hours (5 ECTS credits): lectures - 16 hours, Workshops - 32 hours, self-study - 72 hours.

Course prerequisites

To successfully complete the course, it is necessary to have knowledge and practical skills from the following courses: "Fundamentals of management", "Organizational theory", "Finance", "Enterprise Economics".

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

Interactive lectures with presentations, discussions, workshops, consultations. Study materials are available to students through OneDrive, Google-classroom.

Program of the course

Topics of the lectures

- Topic 1. Introduction to Business Planning
- Topic 2. Market Analysis
- Topic 3. Business Model Canvas
- Topic 4. Operations Plan
- Topic 5. Management Team & Company Structure
- Topic 6. Financial Plan and Appraisal
- Topic 7. Legal and Social Compliance
- 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 Creating a Business Model Canvas and Strategic Canvas for the business 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.

Self-study

- Generating and Screening Business Ideas (use problem sheets)"
- Creating a target audience survey, conducting industry analysis, identifying and assessing competitors, developing business model and sales plan
- Creating a Business Model Canvas and Strategic Canvas for the business its idea with the help of special free online service canvanizer.com, reviewing this model and creating a story
- Selecting a location, identifying space requirements, planning equipment, furniture and machinery, IT services
- Writing a staffing schedule and organizational chart, preparing a cap table
- 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
- 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
- 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

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"

Assessment and grading

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

- 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)

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

