

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"

Заступник керівника  
(проректор з науково-педагогічної роботи)

М. В. Афанасьєв  
  


Бізнес-планування

**робоча програма навчальної дисципліни**

Галузь знань	Усі
Спеціальність	Усі
Освітній рівень	перший (бакалаврський)
Освітня програма	Усі

Вид дисципліни  
Мова викладання, навчання та оцінювання

**вибіркова  
англійська**

Завідувач кафедри менеджменту та бізнесу



Т. І. Лепейко

Харків  
ХНЕУ ім. С. Кузнеця  
2018

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**

**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

**"APPROVED"**

Head deputy

(vice-rector of scientific and pedagogical work)

M.V. Afanasyev

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Business Planning

syllabus of the educational discipline

Branch of knowledge **All**  
Specialty **all**  
Educational level **First (Bachelors)**  
Educational program **all**

Type of discipline **selective**  
Language of teaching, learning and evaluating **english**

Head of the Department of Management and Business

T. I. Lepeyko

APPROVED  
at the meeting of the Department of Management and Business  
Protocol №.1 dated August 27, 2018

Developer (s):  
Kotlik A.V., Candidate of Economic Sciences, Docent of Department of  
Management and Business,

**Letter of renewal and re-approval  
working program of academic discipline**

Academic year	The date of the meeting of the development department RPND	Protocol number	The signature of the head of the department

## 1. Introduction

### Annotation of the discipline:

Modern processes of globalization and the development of communication technologies create many opportunities for the implementation of the most daring business ideas on a global scale. But statistics show that most of these ideas, even very promising, remain on paper, or attempts to implement them fail. This is due to the inability of entrepreneurs to correctly formulate and present the idea of their business, to find sources of its financing, to plan and organize the implementation of its business idea, taking into account the most critical requirements and risks.

It should be understood that these tasks are not trivial. First of all, not every idea can be suitable for further commercial implementation. Second, when creating a new company to implement the start-up of the project, there are a number of factors that should be taken into account. Thirdly, in conditions of fierce competition, even understanding the factors that affect the success of the start-up of the project does not guarantee its successful implementation, and sometimes it is not effective even for large and successful corporations. So, one of the main reasons for the emergence, successful development and the continued existence of start-ups is the slowness and slowness of large corporations that successfully use existing products, and the development and creation of new ones are not nearly done. Therefore, start-ups, thanks to their mobility in terms of implementing new ideas, compete with large corporations.

Consequently, professionals who plan to start their own business in the future or participate in corporate business development projects need to acquire key knowledge and skills in business-planning.

### Purpose of the discipline:

the formation of a system of theoretical knowledge and applied skills and skills in developing a business plan.

Course	<b>3</b>	
Semester	<b>6</b>	
Amount of credits ECTS	<b>5</b>	
Audit lessons	<b>lectures</b>	<b>32</b>
	<b>Laboratory</b>	<b>32</b>
Independent work		<b>86</b>
Form of final control	<b>pass</b>	

### Structural-logical scheme of studying the discipline:

<b>Previous disciplines</b>	<b>The following disciplines</b>
Informatics	Project management
Management	Graduate design
Marketing	

### 1. 1. Competence and results of studying in a discipline:

Competence	Learning outcomes
Ability to understand the role of entrepreneurial activity in modern business; to make a reasonable decision on expediency of business activity	To know the content, principles, legislative basis for conducting entrepreneurial activity
The ability to make a reasonable decision on the feasibility of introducing a start-up of the project	be able to evaluate ideas for the start-up of the project and select the most acceptable by certain criteria
Ability to develop a business start-up plan with application packages	know the stages of business plan development; Be able to develop a business plan
Ability to provide financing for the project	know the types and benefits of investors; be able to choose the sources of investment in the project; be able to present a start-up project and enter into agreements with investors
Ability to control the implementation of the start-up of the project	know the stages of project implementation; to know the indicators of project implementation efficiency; be able to calculate performance indicators for project implementation

## 2. The discipline program

### ***Content module 1. Prerequisites for business plan development***

#### Theme 1. The concept of a business plan

The concept of a business plan. Appointment of a business plan. Types of business plans. Structure of the business plan.

Project objectives. Prerequisites for project development. The idea of the project. Business model of the project. Horizon of planning.

Characteristics of the product (service) of the project and its comparative advantages over analogues.

#### Theme 2. Analysis of the market

Establishing geographic market

Determine the volume of actual sales and price situation on the market. Estimation of market capacity.

Legislative regulation of the market. Analysis of the competitive situation on the boundaries and changing them. Characteristics of the consumers of the project products. The person who decides to purchase the project. Trends in the development of demand for project products, factors that determine it. market. Market infrastructure.

#### Theme 3. Marketing Plan

Select a target segment. Marketing strategy. Competitive advantages of the product (service) of the project. Forecast of sales. Marketing complex. Marketing budget.

### ***Content module 2. Drafting the main business plan***

#### Theme 4. Operational Plan

Drafting the rules of the main business process.

Determination of the need for premises, equipment, transport. Determination of the need for components, materials, energy carriers, characteristics and contact details of suppliers, availability of contracts.

#### Theme 5. Organizational plan

Organizational and legal form of project implementation. Taxation and reporting system. Network schedule for project implementation at pre-operational phase (startup). Assessment of the ability of management personnel to lead the project.

Select a mode of operation. Organizational structure and staffing of the project. Project team motivation system. Staff requirements, job descriptions. Personnel recruitment and training plan.

#### Theme 6. Financial plan

Determination of sources, conditions and drawing up of the project financing schedule.

Determine the cost structure. Budgeting revenue and expenses. Definition of break-even point. Calculation of project efficiency indicators.

#### Theme 7. Risk Management

Analysis of the sensitivity of the project. Risk reduction measures.

#### Theme 8. Registration of a business plan

Drafting a summary of the project. Making a business plan. Protecting your business plan.

### **3. The order of evaluation of the results of training**

The system of evaluation of the developed competencies of students takes into account the types of classes, which according to the curriculum include lectures, laboratory classes, as well as independent work. Assessment of the developed competencies among students is based on a 100-point accumulation system. In accordance with the Provisional Regulations "The Procedure for Assessing the Results of Students' Learning Based on the Accumulated Point-Rating System" Simon Kuznets KhNUE, control measures include: current control carried out during the semester during lectures, laboratory classes and is estimated by the sum of the points scored (the maximum amount is 100 points; the minimum amount that allows the student to receive a positive assessment is 60 points).

The procedure for carrying out the current assessment of students' knowledge. Assessment of student's knowledge during laboratory classes and performance of individual tasks is carried out according to the following criteria:

understanding, degree of assimilation of the theory and methodology of the problems under consideration; the degree of assimilation of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in an audience; logic, structure, style of presentation of the material in written works and speeches in the audience, ability to substantiate their position, to generalize information and to draw conclusions; the arithmetic correctness of the implementation of an individual and complex settlement task; ability to conduct critical and independent evaluation of certain problem issues; the ability to explain alternative views and the presence of their own point of view, position on a particular problem issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions about a specific problem; independence of performance; literacy of

presentation of the material; use of comparison methods, generalization of concepts and phenomena; job design.

The general criteria for evaluating the non-audited independent work of students are: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge on specific topics, the ability to make informed conclusions, the possession of categorical apparatus, skills and techniques for performing practical tasks, the ability to find the necessary information, to organize its systematization and processing, self-realization on laboratory classes.

The final score from the academic discipline is calculated taking into account the points obtained during the current control over the accumulation system. The total score in the points for the semester is: "60 and more points are counted", "59 and less points are not counted", and entered in the "Record of success" of the academic discipline.

### Distribution of points in weeks

*(specify means of evaluation according to the technological card)*

Themes of the content module			Lecture classes	Laboratory classes	Presentation	Written control work
Content module 1.	Theme 1	1 week	0,5	1		1
	Theme 2	2 week	0,5			1
		3 week	0,5	1		11
	Theme 3	4 week	0,5			1
		5 week	0,5			1
		6 week	0,5	11		1
	Theme 4	7 week	0,5			16
		8 week	0,5	1		1
Content module 2	Theme 4	7 week	0,5			16
		8 week	0,5	1		1
	Theme 5	9 week	0,5			16
		10 week	0,5	1	10	51
	Theme 6	11 week	0,5	15		
		12 week	0,5			
		13 week	0,5	1	12	
	Theme 7	14 week	0,5	1		
	Theme 8	15 week	0,5	1		
		16 week	0,5	25	20	
<b>Total</b>			8	58	8	100

### Scale of assessment: national and ECTS

The amount of points for all types of educational activities	ECTS Rating	Score on a national scale	
		for exam, course project (work), practice	For credit
90 – 100	A	perfectly	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D	enough	
60 – 63	E		
35 – 59	FX	unsatisfactorily	not credited
1 – 34	F		

### 3. Recommended literature

#### Main

1. Батлер Д. Бизнес-планирование. Что нужно для успешного начала собственного дела / Д. Батлер. – СПб. : Питер, 2003. – 265 с.
2. Гринева В. Н. Бизнес-план производственного предприятия: комплексная технология разработки: учеб. пособие / В. Н. Гринева. – Х. : ИНЖЭК, 2007. – 119 с.
3. Захарчин Г. М. Основи підприємництва: навч. посіб. / Г. В. Захарчин. – К. : Знання, 2008. – 437 с.
4. Тянь Р. Б. Управління проектами: підручник / Дніпропетр. ун-т екон. та права. – К. : ЦУЛ, 2004. – 221 с.

#### Additional

5. Асаул А. Н. Организация предпринимательской деятельности [Текст] = The organization of business activity : учебник / под ред. А.Н. Асаула. – СПб. : Гуманистика, 2004. – 447 с.
6. Крехівський О. В. Вхідження підприємства в ринок: метод. посіб. для пром. підпр-в / Держ. підпр-во "Держ. ін-т комплексних техніко-екон. досліджень". – К. : Фенікс, 2008. – 79 с.
7. Лепейко Т. І. Методологія і технологія управління сучасними підприємствами: теоретичний та практичний аспекти: монографія / за заг. ред. Т.І. Лепейко. – Х. : ХНЕУ ім. С. Кузнеця, 2014. – 323 с.
8. Микалко М. Энциклопедия бизнес-идей. Тренинг креативности [Текст]. – СПб. : Питер, 2003. – 409 с.
9. Павленко І. А. Інноваційне підприємництво у трансформаційній економіці України: монографія / І. А. Павленко. – К. : КНЕУ, 2007. – 242 с.
10. Підприємництво: навч. посіб. для студ. вищ. навч. закладів / Подсолонко В. А., Процай А. Ф., Миронова Т. Л. та ін. – К. : Центр навчальної літератури, 2003. – 613 с.
11. Райан Д. Д. Малый бизнес. Бизнес-план предпринимателя: пер. с англ. – 6-е изд. – СПб. : Нева, 2003. – 607 с.



12. Харниш В. Правила прибыльных стартапов. Как расти и зарабатывать деньги / Верн Харниш. – М.: Манн, Иванов и Фербер, 2011. – 259 с. Шлійко А. В. Економіка підприємництва на ринку товарів і послуг: навч. посіб. для студ. вищ. навч. закладів. – К. : ЦУЛ, 2008. – 375 с.

13. Ястремська О. М. Інноваційна економіка [Текст] : навч. посіб. / Харківський національний економічний університет. – Х. : ХНЕУ, 2011. – 227 с.

Information resources on the Internet

14. <https://www.inc.com/startup> – site about startups.

15. <http://startupmanagement.org> – The site of the magazine "Problems of the theory and practice of management".

16. [www.management.com.ua](http://www.management.com.ua). Management: methodology and practice. Ukrainian electronic journal