



**Syllabus of the educational discipline
«Business planning»**

Specialty	<i>All</i>
Study Programme	<i>All</i>
Study cycle (Bachelor, Master, PhD)	<i>the first (Bachelor) level of higher education</i>
Course status	<i>Elective</i>
Language	<i>English</i>
Term	<i>3rd academic year, 6th semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 30 hours. Practical studies – 30 hours. Laboratory – 0 hours Independent training – 90 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Management, Business and Administration room 210 of the main building phone: (057) 702 01 46 (add. 2-96) website: https://www.kmib.hneu.edu.ua</i>
Teaching staff	<i>Kotlyk Andrii Valeriiovych, PhD, Associate Professor</i>
Contacts	<i>Kotlyk A. V.: kotlik_a@ukr.net</i>
Course schedule	<i>Kotlyk A. V.: due to timetable</i>
Consultations	<i>Management and Business Department, 210 (main Building) – offline, according to the schedule of consultation; individual and in group; chat in PNS</i>

Learning objectives and skills:

mastering the processes of business idea generation, validation, financial modeling, business planning, and pitching for startups

Structural and logical scheme of the course

Prerequisites	Postrequisites

Course content

Content module 1. Idea development and market analysis

Topic 1. The concept of a business plan

Topic 2. Analysis of the market

Topic 3. Marketing plan

Content module 2. Operational and financial planning

Topic 4. Operational plan

Topic 5. Organizational plan

Topic 6. Financial plan

Topic 7. Risk management

Topic 8. Business plan pitching

Teaching environment (software)

Laptop, Multimedia Projector, S. Kuznets KhNUE Personal Learning Systems, Zoom, MS Office or equivalent (MS Word, MS Excel, MS Power Point), Online platform canvanizer.com, Google Forms



Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: testing; group presentations.

More detailed information on assessment and grading system is given in the technological card of the course

Course policies

Teaching of the course is based on the principles of academic integrity. Violations of academic integrity are: academic plagiarism, fabrication, falsification, cheating, deception, bribery, biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment system, self-study is given in the course program