



## Syllabus of the training course «Business planning»

<b>Specialty</b>	<i>073 Management</i>
<b>Educational program</b>	<i>Business administration</i>
<b>Level of education</b>	<i>Bachelor</i>
<b>Discipline status</b>	<i>Compulsory</i>
<b>Teaching language</b>	<i>English</i>
<b>Course / semester</b>	<i>4 course, 8 semester</i>
<b>Number of credits ECTS</b>	<i>3</i>
<b>Distribution by types of trainings and hours of study</b>	<i>Lectures – 12 hours. Practical studies – 0 hours. Laboratory – 24 hours Independent training – 54 hours.</i>
<b>Form of final assessment</b>	<i>Report</i>
<b>Department</b>	<i>Management and Business Department, 703 (library block), +38 057 702 01 46, <a href="http://www.kmib-hneu.com">www.kmib-hneu.com</a></i>
<b>Teacher (-s)</b>	<i>Kotlyk Andrii Valeriyovich, PhD, Associate Professor</i>
<b>Teacher's contacts</b>	<i>kotlik_a@ukr.net</i>
<b>Days of the classes</b>	<i>According to the schedule of classes</i>
<b>Consultations</b>	<i>According to the schedule of consultations: 703 (library block) – offline; in Zoom - online; both individual and in group</i>
<b>The purpose of the discipline is to provide theoretical knowledge and to form applied skills of using the principles, technologies and tools of business planning.</b>	
<b>Prerequisites for learning</b> <i>Management, Management 2, Economy of an Enterprise, Statistics, Marketing, Strategic Management, Informatics</i>	
<b>Content of the educational discipline</b>	
<b>Theme 1. The basics of business planning</b>	
<b>Theme 2. Business model canvas</b>	
<b>Theme 3. Customer development and market analysis</b>	
<b>Theme 4. Key chapters of a business plan</b>	
<b>Theme 5. Business plan presentation</b>	
<b>Course page on the Moodle platform (personal training system)</b>	<i>Course description, Working plan, Syllabus, Lecture materials (presentations), Guidelines to Practical studies, Homework, Tests, Additional learning materials. <a href="https://pns.hneu.edu.ua/course/view.php?id=5246">https://pns.hneu.edu.ua/course/view.php?id=5246</a></i>
<b>Assessment system of learning outcomes</b> <i>The total score of the discipline consists of class attendance and current control (the maximum amount is 100 points, the minimum amount that taking as a pass of discipline – 60 points). More detailed information on assessment is given in the technological card of the discipline.</i>	



<b>Accumulation of rating points in the discipline</b>	
<b>Types of training</b>	<b>Max points</b>
Lectures	<b>3</b>
Laboratory studies	<b>7</b>
Individual task (project of the business plan)	<b>90</b>
<b>Max points</b>	<b>100</b>
<b>Discipline policies</b> <i>Policy of academic integrity,</i> <i>Absenteeism policy.</i>	
<i>More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline.</i>	

Syllabus approved at the meeting of the Department «22» June 2021. Protocol № 13.