Simon Kuznets Kharkiv National University of Economics

Syllabus of the course
«Business planning»

Specialty	*All*
Study Programme	*All*
Study cycle (Bachelor, Master, PhD)	*the first (Bachelor) level of higher education*
Course status	*selective*
Language	*English*
Term	*third year sixth semester*
ECTS credits	*5*
Workload	*Lectures – 30 hours.*
	Practical studies – 30 hours.
	Laboratory studies – 0 hours.
	Self-study – 90 hours.
Assessment system	*Grading*
Department	*Department of Management and Business, auditorium 703 of the library building, phone: (057) 702-01-46 (2-96), website: https://www.kmib.hneu.edu.ua*
Teaching staff	*Kotlyk Andrii Valeriiovych, PhD, Associate Professor*
Contacts	*kotlik_a@ukr.net*
Course schedule	*Lectures: according to the schedule*
	Practical studies: according to the schedule
Consultations	*At the Department of Management and Business, offline, according to the schedule, individual, PNS chat.*

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	**Postrequsites**
-	-
-	-

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)
Multimedia projector, S. Kuznets PNS, Corporate Zoom system

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 academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.