

Syllabus

BUSINESS PLANNING

Lecturer:

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Department responsible for the course or equivalent:

Institute of Management in Economic, Ecological and Social Systems; Department of engineering economy.

Semester when the course unit is delivered:

2nd.

ECTS credits:

5.

Level of course unit:

Master.

Course Description

The following issues are studied:

- The purpose of the business plan and the persons interested in it;
- Structure of the business plan typical for Russia;
- Rules for presenting a business plan to an investor;
- The type of activity choice;
- Compilation of the project implementation schedule;
- The main sources of project financing;
- Advantages and disadvantages of different organizational and legal forms of activity;
- Substantiation of the optimal taxation mode for the enterprise;
- Structure of the personnel plan;
- Production planning (service delivery);
- Compilation of a project financial plan;
- Determination of the project financial profile and break-even point;
- Project risk analysis and management.

Admission requirements

Applicants are expected to have completed the following courses:

- Microeconomics.
- Macroeconomics.
- Law basics.
- Statistic analysis.

Course objectives

In this course you will:

- develop theoretical knowledge and get practical skills in selecting and justifying alternative options for the enterprise operation and development;
- get practical skills in conducting technical and economic planning calculations and justification of alternative business options;
- master skills of developing and presenting own investment business project.

Course content

No	Modules and topics	Term	Week of the term	Types of academic work, including the students' self-study (hours)		
				Lectures	Seminars	Self-study
Topic 1: Business plan as major component of investment business project						
1	Business plan purpose	2	1	1	1	2
2	Business plan structure	2	1	1	1	2
	Interview					2
Topic 2: Business plan promotion in negotiation process						
3	Project resume choice	2	2	1	1	2
4	Rules of project presentation to an investor	2	2	1	1	2
	Individual task					4
Topic 3: Marketing plan and its content. Organizational plan of the business plan.						
5	Analysis of the state of affairs in the industry	4	3	2	2	2
6	Marketing plan and its content	4	4	2	2	2
7	Business plan organizational section	6	5-6	4	2	2
	Interview					2
Topic 4: Production plan and its content						
8	Production process description	3	7	2	1	2
9	Production volume anticipation Прогноз объемов производства by years of product life cycle	3	8	2	1	2
10	Calculation of available and required resources for the production of goods (services)	4	9	2	2	2
	Literary sources study					6
Topic 5: Financial plan and its content						
11	Project financing sources	4	10	2	2	4
12	Determination of revenues, expenses, profits, net profit	8	11-12	4	4	4
13	Structure of the plan of cash receipts and payments.	6	13	2	4	4
	Scientific research					8
Topic 6: Business project efficiency evaluation						
14	The main indicators of the economic efficiency of a business project	4	14	2	2	4
15	The model of economic evaluation of investments with discounting	6	15	2	4	4
16	Risk planning. Methods for assessing the degree of risk	2	16	2	2	4
	Individual task					4
	Examination					36
	Total			32	32	116

Learning activities and teaching methods

- Student self-study of educational material;
- Solution of practice-oriented tasks on the topics under study;
- Testing;
- Research work;

- Work with literary sources and Internet materials;
- Compiling a business plan;
- Use of presentation multimedia materials for a better understanding of the material being studied and presentation of the project;
- Consultations on the development of a business plan

Grading

- Attendance - 5%;
- Participation in discussions - 10%;
- Testing - 10%;
- Solution of practical problems - 10%
- Research work - 5%;
- Performance of individual tasks - 30%;
- Examination - 30%.

Course Learning Outcomes

- ability to develop investment projects and evaluate them;
- skills of finding information for a business plan compilation;
- knowledge of methods of pricing and calculation of production cost;
- practical skills in the implementation of a set of activities for business planning;
- the skill of carrying out a technical and economic comparison of competitive developments;
- the ability to determine relationship between the business plan main sections;
- knowledge of assessment approaches to the effectiveness of investments, taking into account the uncertainty factor.

Assessment methods and criteria

When evaluating the answers to test tasks:

The score is "Excellent" if 85-100% of test tasks are fulfilled without errors.

The score is "Good" if 70-84% of test tasks are fulfilled without errors.

The score is "Satisfactory" if 55-69% of test tasks are fulfilled without errors.

The score is "Unsatisfactory" if less than 54% of test tasks are fulfilled without errors.

When solving practical problems:

The score is "Excellent" if the practical task is fulfilled correctly, the line of argument is presented in a logical sequence, the conclusions corresponding to the task are drawn.

The score is "Good" if the practical task is fulfilled correctly, the line of argument is presented in a logical sequence, but 2-3 minor errors that do not fundamentally affect the course of the solution are allowed.

The rating is "Satisfactory" if the practical task has been performed correctly, but there are a number of significant mistakes.

The score is "Unsatisfactory" if the practical task is not performed, or it is not done correctly.

When performing an individual task:

The score is "Excellent" if the work contains elements of scientific creativity, provides a reasoned analysis of the literature and a comprehensive assessment of factual material, and independent conclusions are drawn.

The score is "Good" if the basic requirements for work and its defense have been met, but there have been shortcomings. In particular, there are inaccuracies in the presentation of the material; there is no logical sequence in the judgments; additional questions during the defense are answered incompletely, there is no proper degree of creativity.

The rating is "Satisfactory" if there are significant deviations from the requirements for work. In particular, the theme or the material is superficial; there are actual errors in the text of the work

or additional questions during the defense are answered incompletely or incorrectly; there are no conclusions about the feasibility of the project.

The evaluation is "Unsatisfactory" if the topic of the work is not disclosed, there is a significant misunderstanding of the task, insufficient knowledge of the material, lack of clarification on the theoretical and practical provisions of the work.

In carrying out research work

The score is "Excellent" if the full understanding of the question studied is demonstrated.

The "Good" score is displayed if a sufficient level of understanding of the issue under study is demonstrated. There are some inaccuracies in the answer.

The rating is "Satisfactory" if an acceptable level of understanding of the question studied is demonstrated. There are significant inaccuracies in the answer.

The score is "Unsatisfactory" if the complete incomprehension of the question under study or the answer is completely absent.

When answering at the exam

The score is "Excellent" if the answer is complete and correct; the material is presented in a certain logical sequence, in a literary language.

The score is "Good" if the answer is complete and correct; the material is presented in a certain logical sequence, with two or three minor errors, corrected at the request of the instructor.

The score is "satisfactory" if the answer is complete, but there is a significant error, or incoherent and incomplete answer.

The score is "Unsatisfactory" if the answer reveals the student's lack of understanding of the main content of the material being studied.

Course literature:

1. Zimovets AV, Stash SV, Business plan development: methodology and modern practice. Monograph. - Ufa: Aeterna, 2016. - 137 p.
2. Barinov, V.A. Business planning: Textbook. - 3rd ed. - Moscow: FORUM, 2009. - 256 p.
3. Business Planning: A Textbook for High Schools / Ed. V.M. Popova, S.I. Lyapunova, S.G.
4. Lipsits, I.A. Business plan - the basis of success: A practical guide / IA. Lipsits - 2 ed., - Revised and add. Moscow: Delo, 2012. - 112 pp.
5. Orlova, E.R. Business plan: the main problems and errors that arise when writing it / E.R. Orlova. - 2 nd ed., Rev. and add. - Omega-L, 2012. - 152 p.
6. Collection of business plans with comments and recommendations / Ed. V.M. Popova. - Moscow: Finance and Statistics, 2012. - 488 p.
7. Drawing up a business plan: norms and recommendations. - M.: Book service, 2012. - 346 p.
8. Utkin, E.A. Business plan of the company / EA Utkin. - Moscow: "EKMOS", 2012. - 102 p.
9. Shevchuk, D. A. Business Planning: Textbook. / DA Shevchuk. - Rostov on Don: Phoenix, 2010. - 208 pp.

Internet resources:

1. Administrative and management portal. Electronic books on management, marketing and finance – <http://www.aup.ru/books>
2. "MD-Business-plan": information portal about business plans – www.MD-Bplan.ru
3. Ideas of business: real examples of projects in 2017 – <http://www.ideibiznesa.org/plany>
4. On-line service for drawing up business plans – <https://intellect-nova.com/business-plan>
5. Business Designer – <http://b-konstruktor.com/biznes-plan>
6. 125 business plans with calculations – <https://bbf.ru/magazine/4/>