



SYLLABUS "BUSINESS PLANNING"

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Department responsible for the course or equivalent: Institute of Management in Economic, Ecological and Social Systems; Department of Management and Innovative Technologies

Semester when the course unit is delivered: 7st

Level of course unit: Bachelor level

ECTS credits: 6

ADMISSION REQUIREMENTS

Applicants are expected to have completed the following courses:

- Foreign language for business communication;
- Economics of a commercial enterprise / Business Economics.

COURSE OBJECTIVES (AIMS)

- to know the theoretical and methodological aspects of enterprise planning and its subsequent development;
- to be able to draw independent conclusions, prepare forecasts and proposals;
- to have the skills to carry out a feasibility study of the company's business options as a basis for making management decisions;
- to know the content of the business planning process, the conditions for its effectiveness and role in the enterprise management system;
- to be able to develop a business plan;
- to master the methodology for developing the main sections of business plans.

COURSE CONTENTS

Module 1. Theoretical aspects of business planning

Session 1. Business plan as the main component of an investment business project. Purpose of the business plan. The main goals, tasks, and functions of developing a business plan. The process of business plan's developing.

Session 2. The essence of business planning. The main stages of developing a business plan. Main elements of the business plan. Brief overview of the project. Description of the project initiator: general data, founders, types and volumes of activities, financial conditions.



Session 3. Classification of business plans and basic methods of business planning. Analysis of the situation in the industry. State policy in the field of industry market regulation and protection of domestic producers.

Session 4. Marketing aspects of business planning Structure of the marketing plan. Analysis of the market and competitors within the selected business idea. Marketing strategy.

Session 5. Description of the product manufacturer and its location. Calculation of cash and required capacity of the enterprise for the production of goods. Calculation of working capital requirements. Description of the production process. Calculation of the cost.

Module 2. Development and practical application of a business plan

Session 6. Analysis of the situation in the industry. Marketing plan and its content. Calculation of working capital requirements. Description of the production process. Calculation of the cost.

Session 7. Evaluating the effectiveness of business planning results. Risk assessment and insurance. Classification of investments. Discounting. Main indicators of economic efficiency of a business project. Model of economic assessment of investments.

Session 8. Software products for business planning. Calculating the financial part of a business plan using software products

Session 9. Examination of business plans. Expertise of business plans. Presentation of the results of business planning.

LEARNING OUTCOMES

Knowledge: of the theoretical and methodological aspects of enterprise planning and its subsequent development; the content of the business planning process, the conditions for its effectiveness and role in the enterprise management system.

Abilities: to draw independent conclusions, to prepare forecasts and proposals, to develop a business plan.

Skills: to carry out a feasibility study of the company's business options as a basis for making management decisions; to master the methodology for developing the main sections of business plans.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

Educational technologies used in the study of the discipline provide for the use of active and interactive forms of classes in the educational process, namely:

- method of problem presentation of the material, both by the lecturer and the student;



- independent reading by students of educational, methodical and reference literature and subsequent free discussions on the material they have mastered;
- use of illustrative material focused on the use of multimedia presentation equipment;
- preparation for practical classes;
- preparation of individual tasks based on the proposed examples

When submitting lectures and practical material, electronic and multimedia means of presenting information on the course are used (electronic version of the lecture notes, presentations for lectures and material for individual works).

When implementing educational work, such types of active and interactive forms of classes are used, such as participation in lectures and discussions, individual tasks.

Practical classes are held in the form of analysis of practical examples, discussion of typical problem situations and testing.

Forms of control: written survey, individual tasks, testing.

Intermediate certification: exam.

ASSESSMENT METHODS AND CRITERIA

Evaluation criteria:

Written survey

The maximum number of points that a student can get for one such task in each module is 10.

- Rating 8-10 points will be billed to the student if prepared a detailed response to the prepared questions the relevance of the issue, the problems and themes, the learners' opinion reasoned, conclusions and recommendations. The correct answers to questions are given.

- Grade 6-8 points exhibited a student if prepared a detailed response to the prepared questions the relevance of the issue, the problems and themes, the learners' opinion reasoned, conclusions and recommendations, however, the answers to the questions of the teacher unreasoned and inadequate.

- A score of 4-6 points is given to the student if the answer to the questions is prepared, the relevance of the question, problem and topic is formulated, but the student's opinion is not sufficiently reasoned, incomplete conclusions and recommendations are made. The answers to the teacher's questions are undocumented and insufficient.

- Rating 3-6 points the student is exposed if the prepared response to the questions insufficiently formulated the relevance of the issue, problem and topics, the learners' opinion insufficiently reasoned, made incomplete conclusions and recommendations. The answers to the questions do not correspond to the subject of the question.



- Score 0-3 points is assigned to the student if the answer to the question is not prepared, or the answers given to them do not reveal the essence of the questions and the problem. The student is not able to draw reasonable conclusions. The answers to the teacher's questions are not given to the students.

Individual tasks

The maximum number of points is 10 (1 per module).

- Score 9-10 points: The problem is clearly identified and its relevance is justified, the goal is formulated, and the research tasks are defined. The analysis of the problem with the involvement of several sources of literature, logically stated their own position, formulated conclusions, the topic is fully disclosed, links to sources from the list of references are indicated. The student demonstrates a complete understanding of the problem described, correct answers to all questions on the topic are given.

- Score 6-8 points: The problem is not clearly defined, there is a justification for its relevance, the goal is formulated, and the research tasks are defined. The analysis of the problem with the involvement of several sources of literature, logically stated their own position, formulated conclusions, the topic is fully disclosed, links to sources from the list of references are indicated. The student demonstrates a significant understanding of the problem, not all questions are answered, or the answers are incomplete

- Score 3-5 points: The relevance of the problem is not sufficiently substantiated, the purpose and objectives of the study are not formulated. The analysis of the problem was carried out on a single source of literature, there are no conclusions, the topic is not fully disclosed. The student demonstrates a partial understanding of the problem, answers only basic questions.

- Score 0-2 points: There is clearly no justification for the relevance of the problem, the purpose and objectives of the study. The topic is not disclosed, and the requirements for the task are not met. The student demonstrates a lack of understanding of the problem, no answers to questions or incorrect answers.

Test

The test results are evaluated using a point system (0,5 points for each correct answer to a question). Number of points for 2 modules on tests: up to 20 points (for each module up to 10).

9-10 - The percentage of points received from their total number is equal to or exceeds 85% (excellent);

7-8- The percentage of points gained from their total number is in the range from 65 to 84% (good);

6 - The percentage of points received from their total number is in the range from 55 to 64% (satisfactory);

0-5 - The percentage of points received from their total number is less than 55% (unsatisfactory).

Exam



The maximum score for an exam is 40 points.

Part 1-written answer (20 points) for answers to 2 questions in the ticket (10 points for 1 question).

Part 2-oral answer (20 points) to questions (10 points for 1 question).

An “excellent” grade is given to a student, if he demonstrates full understanding of the issue mentioned in the questions.

A “good” grade is given to a student, if he demonstrates high understanding of the issue mentioned in the questions. There are some inaccuracies in the answer. A total “good” grade is also given for examination, if a student gives an “excellent” grade for one question, and he gives a “satisfactory” grade for answering the second question.

A “satisfactory” grade is given to a student, if he does not demonstrate full understanding of the issue mentioned in the questions. There are significant inaccuracies in the answer. A total “satisfactory” grade is also given for examination, if a student gives a “good” grade for one question, and he gives a “satisfactory” grade for answering the second question. If a student answers one question with an “excellent” grade, and he does not answer the second question, an “unsatisfactory” grade is given.

An “unsatisfactory” grade is given to a student, if he demonstrates lack of understanding of the issue. There is no answer to the questions. A student’s answer is not associated with a topic given in the question.

COURSE LITERATURE (RECOMMENDED OR REQUIRED)

1. Abrams R. the Business plan is 100% Successful Business Plan: Secret & Strategies: the strategy and tactics of effective business. - Moscow: Alpina publisher, 2016. - 486 p. – <http://biblioclub.ru/index.php?page=book&id=279292>. - ISBN 978-5-9614-4548-0
2. Romanenko. G. Analysis and optimization of business processes. - - Stavropol : North Caucasus Federal University (KFU), 2016. - 154 p.– <http://biblioclub.ru/index.php?page=book&id=459242>
3. Business planning at the enterprise: textbook / A.V. Bashkirtsev, L. sh. Salikhova, V. V. Avilova, E. N. porfiryeva. - Kazan: Kazan scientific research technological University (KNITU), 2017. - 160 p. – <http://biblioclub.ru/index.php?page=book&id=500494>. - ISBN 978-5-7882-2359-9
4. Dubrovin, I. A. Business planning at the enterprise: textbook. - Moscow: Dashkov and Co., 2019. - 432 p – ISBN 978-5-394-03291-2.
5. Pidoimo, L. P. Business planning: guidelines, examples of implementation of theoretical provisions, practical tasks. - Voronezh: VSU Publishing house, 2015. - 192 p. - <http://biblioclub.ru/index.php?page=book&id=441602>. – ISBN 978-5-9273-2243-5