

BUNIN YELETS STATE UNIVERSITY

THE DISCIPLINE'S WORK PROGRAM B1.V.01.09 Business planning

Course of study: 38.03.02 Management

Orientation (profile): Organization management and logistics

Qualification (degree): Bachelor's degree

Form of study: full-time

Institute: Economics, Management and service technologies

Department of Economics and Management named after N.G. Nechaev

	full-time form	full-time and part -time education	correspondence form
Course	4		
Semester/trimester	7		

Lectures	54		
Laboratory classes	-		
Practical (seminar) classes	54		
, including practical training	4		
Interim assessment form(s)	Экзамен-0,3		
Control	9		
Other forms of work	-		
Independent work	170,7		

Total hours: 288

Labor intensity: 8 credits

Developer of the work program:

Candidate of Pedagogical Sciences, Associate Professor V.N. Pishchulin

I. ORGANIZATIONAL AND METHODOLOGICAL SECTION

The purpose of studying the discipline: to gain students an understanding of the content of strategic business planning as a scientific discipline, to become familiar with the basic concepts, methodology and methods for calculating the main indicators of a business plan, to draw up an organization's business plan and evaluate its effectiveness.

Objectives of the discipline study:

- mastering the general basics of business planning in an organization,
- knowledge and understanding of the essence of planned indicators, norms and standards,
- acquisition of practical skills in drawing up business plans for organizations of various forms of ownership and organizational and legal forms.

The place of the discipline in the structure of the OPOP: it is implemented within the framework of the part formed by the participants in the educational relations of block B1. Disciplines (modules)

Planned learning outcomes in the discipline:

Competence code	Indicators of competence achievement	Planned learning outcomes in the discipline
UC-6	To know: their resources and their limits (personal, psycho-physiological, situational, temporary, etc.) for the successful performance of the assigned work.	Knows: - basic principles of planning - - principles of a business project as an innovative concept stages of a business plan as the main component of a business project - principles of management of internal and external functions of the company's business plan
	Be able to: plan long-term business goals, taking into account conditions, means, personal capabilities, career growth prospects, time prospects for business development and labor market requirements; Critically evaluate the effectiveness of using time and other resources when solving tasks, as well as regarding the result obtained	Can: - - describe the basic principles of planning; - - analyze and evaluate the principles of a business project.
	Own: – the skills to realize the intended purpose of the activity, taking into account the conditions, means, personal capabilities, stages of career growth, the time perspective of the development of the activity and the requirements of the labor market; skills of using the provided opportunities to acquire new knowledge and skills.	Possesses: - business planning skills; - - principles of a business project as an innovative concept; - skills in controlling the main stages of a business plan; - analytical tools for managing internal and external functions of the company's business plan.
PCS -1	To know: – typical methods and methods of performing professional tasks in the field of production planning and organization;	Knows: - principles of modeling the business planning process; - forms of competition in sales markets;

	fundamentals of using modern management approaches.	- stages of business plan promotion on the capital market; - forms of business plan implementation.
	Be able to: <ul style="list-style-type: none"> to apply in practice methods and methods of solving problems in the field of planning, organization of production using modern management approaches; to use modern management approaches in solving professional tasks in various fields of economic activity.	Can: - coordinate the stages of the business plan; - describe the forms of implementation of the business plan; calculate and analyze the stages of a business plan as the main component of a business project
	Own: - skills in applying standard methods and methods of performing professional tasks in the field of planning, production organization, and modern management.	Possesses: - business planning process modeling skills; - tools for assessing competition in sales markets; step-by-step control skills to promote a business plan to the capital market.

II. CONTENT AND SCOPE OF THE DISCIPLINE
indicating the number of hours allocated for students' contact work
with a teacher (by type of training) and for independent work
Full-time education

№ п/п	Naming of sections and topics	Total	Classroom classes			Independent work
			ЛК	ПЗ	ЛБ	
	Section 1. Fundamentals of business planning	160	30	30		100
1	Topic 1. The system and types of company plans. Basic principles of business planning	32	6	6		20
2	Topic 2. Business project as an innovative idea	32	6	6		20
3	Topic 3. A business plan is the main component of a business project	32	6	6		20
4	Topic 4. Internal and external functions of the company's business plan	32	6	6		20
5	Topic 5. The role of business planning in the development of technological entrepreneurship	32	6	6		20
	Section 2. Business Planning implementation practice	118,7	24	24		70,7
6	Topic 6. Business planning process (main stages)	42,7	6	6		30,7
7	Topic 7. Promotion of a business plan on the capital market.	28	4	4		20
8	Topic 8. Business plan implementation (risk assessment)	28	4	4		20
	Control	9				
	Exam	0,3				
	Total for the 7th semester	288	54	54		170,7
	, including practical training	-	2	2		
	total:	288	54	54		170,7

Full-time and part-time education (not implemented)

Correspondence education (not implemented)

III. EVALUATION MATERIALS FOR THE ONGOING AND INTERMEDIATE CERTIFICATION OF STUDENTS IN THE DISCIPLINE

The current certification is conducted in the form of a test.

A typical test version

Choose one answer option

1. Identify three main reasons why it is necessary to plan business?
 - a) Business planning is thinking about an idea
 - b) A business plan is a working tool for decision-making, control and management
 - c) A business plan is a way to communicate ideas to interested investors
 - d) A business plan is a means to make money
 - e) A business plan is a means to obtain benefits

2. What are the primary problems that affect the financial and economic activities of the enterprise, firm (organization)?
 - a) lack of modern technologies and modern equipment
 - b) lack of money
 - c) lack or uncertainty of goals
 - d) high level of taxes
 - e) low level of management
 - f) lack of government funding

3. What prerequisites should be created at the enterprise for the successful functioning of the planning system and planning and control calculations?
 - a) Personnel - management readiness
 - b) Organizational - a capable management organization
 - c) Informational - the availability of an effective tool for collecting, processing and transmitting planning and control information
 - d) Legislative - the existence of laws that promote the development of the economy in Russia
 - e) Methodological - the existence of a bank of methods for various industries
 - f) The first three
 - g) All of the above

4. Which plans from the list below should be included in the strategic plan for the development of the structure and potential of the enterprise?
 - a) A plan of the means of production and personnel (size of the enterprise)
 - b) A plan of the capital structure (ratio of equity and debt capital)
 - c) A plan of the structure of production or capacity
 - d) The plan of the organizational structure, legal form and legal structure

- of the enterprise e) The plan of the enterprise management system
f) The plan of the placement of senior personnel, the formation of a management incentive system g) The plan of the information management system (the formation of a system of planning, regulation, documentation and control)
h) Only the first three
and) All

5. In which section of the business plan will the expected financial results (budget) of the project be presented?

- a) In the description of the production
- b) In the financial plan
- c) In the description of the company
- e) In the resume

6. Which planning document will reflect the profitability of production activities?

- a) In terms of sales
- b) In terms of production
- c) In terms of profits and losses
- d) In the investment plan

7. What is positioning advertising?

- a) A way to identify a market niche
- b) A variant of an undifferentiated policy
- c) A variant of a differentiated advertising policy
- d) A way to penetrate the buyer's consciousness through advertising
- e) An increase in secondary demand
- f) Responding to a potential customer's need

8. What is a concentrated policy?

- a) A way to identify a market niche
- b) A variant of an undifferentiated policy
- c) A variant of a differentiated advertising policy
- d) A way to penetrate the buyer's consciousness through advertising
- e) An increase in secondary demand
- f) Responding to a potential customer's need

9. How many sections are in the Cache?

- a) Two
- b) Three
- c) Four

10. What factor negatively affects profits when identifying the risk of demand instability?

- a) Increase in loans
- b) Falling sales

- c) Falling demand with rising prices
- d) Falling demand
- e) Falling prices
- f) Change in net profit

11. The mission should reflect:

- a) Range of satisfied needs
- b) Product characteristics
- c) Business growth prospects
- e) All of the above

12. Choose the orientation of the purpose of advertising - giving the company's activities a national character:

- a) stimulating purchases of the company's goods
- b) public understanding of the company's efforts to protect the interests of citizens
- c) nationwide recognition at home and abroad
- d) recognition of the company's activities by partners and its own staff

13. Which of the project scenarios will be most attractive to potential investors?

- a) NPV = 200,000 CU and PI = 1.15
- b) NPV = 200,000 units and PI = 1.20
- c) NPV = 250,000 units and PI = 1.15

14. Is it worth defending the need to implement a project if the analysis shows that $NPV > 0$, $PI > 1$, $IRR > \text{discount rates (capital prices)}$?

- a) Insufficient information
- b) Yes
- c) No

15. How many main stages does business planning include?

- a) Of four stages
- b) Of five or more stages
- c) Any number

16. Specify the main objective of the fourth stage of business planning:

- a) Analysis of the financial indicators of the business plan
- b) Analysis of the sensitivity of the project
- c) Forecast of the results of financial and economic activities, the effectiveness of investment costs when various micro and macro economic factors change.

17. In the GAAP standard, what documents make up financial statements?

- a) Income Statement (Income Statement)
- b) Balance Sheet (Balance Sheet)
- c) Cash Flow Statement (Cash Flow Statement)

- d) Retained Earnings Statement (Retained Earnings Statement)
- e) Income Statement Statement of Shareholders Equity (
- f) The first three
- (g) All

18. Which means of income (statement of cash flows) relate to investment activities:

- a) Proceeds from sales of land, buildings, equipment
- b) Sale of securities in which the company's funds were invested
- c) Repayment of the bulk of the debt by third parties
- d) Promissory notes and mortgages
- e) The first three
- f) All

19. Which subsystems should be included in the planning system:

- a) goal planning
- b) planned calculations
- c) all of the above
- d) planning of processes and facilities

20. Identify 3 main reasons why we should plan a business:

- a) a business plan is a means to get money
- b) a business plan is a way of communicating ideas to interested Investors
- c) business plan - thinking about an idea
- d) a business plan is a means to obtain benefits
- e) a business plan is a working tool for decision-making, control and management

21. What determines the planned information:

- a) subjective information about the business
- b) analytical and predictive information
- c) description of the way to transform an idea into a connected reality
- d) goals and activities that characterize future events related to the company

22. What plans should be included in the strategic plan for the development of the structure and potential of the enterprise:

- a) a plan for the structure of production facilities or capacities
- b) everything
- c) only the first 3
- d) a plan for the placement of senior staff, the formation of a system of incentives for managers

23. What factors influence the change in gross profit:

- a) changes in revenue and direct costs
- b) revenue and all costs
- c) direct and conditional fixed costs

24. What are the main planning documents that should be included in the financial plan:

- a) profit and loss plan
- b) sales plan
- c) cash flow plan
- d) all listed

25. What is a business plan:

- a) a necessary document for making money or receiving benefits
- b) a detailed justification of the project, which makes it possible to comprehensively assess the effectiveness of the decisions taken.
- c) a working tool that allows you to explore and evaluate any specific direction

The intermediate certification of students is carried out in the form of an exam using the following assessment materials: a list of questions for the exam.

Exam questions

(7th semester, full-time education)

1. A business plan as a specific form of planning
2. Principles of planning
3. Types of business plans
4. Goals and objectives of business planning
5. The main stages of business plan development
6. The structure of the business plan
7. The system and types of enterprise plans
8. Business project as an innovative idea
9. A business plan is the main component of a business project
10. External and internal functions of the company's business plan
11. How to work with a business plan
12. Signs of distress of the company – the object of investment
13. Signs of danger for the investor
14. Resume development requirements and procedures
15. Requirements for the design of a business plan
16. Rules for the presentation of the business plan
17. Resume style and its relation to the nature of the business plan
18. Resume or company opportunities
19. Requirements for the characteristics of types of goods (services) in a business plan
20. Assessment of the markets of full products (services) in the business plan
21. The company's strategy in relation to competitors in the sales markets
22. The main task of the "Production Plan" section of the business plan
23. The logic of the presentation of the content of the "Production Plan" section of the business plan
24. Contents of the "Organizational Plan" section of the business plan
25. Reflection of the state of legal support for the company's business activities in the business plan

26. The importance of the "Risk assessment and Insurance" section of the business plan for investors
27. Planning financial support for the company's activities in the business plan
28. Business planning process
29. Implementation of the business plan
30. Requirements for the content of the section of the business plan "Financing Strategy"
31. Business planning as a way to reduce business risks
32. Features of business planning in Russia
33. Sources of information for business plan analysis
34. Typical business planning mistakes
35. How not to make a business plan
36. The essence and functions of a business plan
37. The importance of business planning
38. Rules for evaluating business ideas

IV. THE LIST OF LITERATURE REQUIRED FOR MASTERING THE DISCIPLINE

1. 4.1. Basic literature
2. 1. Korobeynikov, I. N. Business planning : a textbook : [16+] / I. N. Korobeynikov, A.V. Kurlikova. – Moscow : Direct-Media, 2023. – 132 p. : ill., table. – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=699589> (date of access: 04/18/2024). – Bibliogr.: pp. 126-128. – ISBN 978-5-4499-3600-4. – DOI 10.23681/699589. – Text : electronic.
- 3.
4. 4.2. Additional literature
5. Business planning : a textbook : [16+] / comp. Yu. V. Ustinova, N. Yu. Ruban ; Kemerovo State University. Kemerovo : Kemerovo State University, 2020. 73 p. : ill. – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=684864> (date of access: 04/19/2024). – Bibliogr. in ISBN 978-5-8353-2614-3. – Text : electronic.

V. THE LIST OF RESOURCES OF THE INTERNET INFORMATION AND TELECOMMUNICATION NETWORK NECESSARY FOR MASTERING THE DISCIPLINE

№ пп	Link to an information resource	The name of the development in electronic form	Availability
1.	http://innovation.gov.ru/	Innovation in Russia website	Free access
2.	www.garant.ru	Information and legal portal	Free access

3.	www.consultant.ru	Russian computer Legal Reference System	Free access
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VI. MODERN PROFESSIONAL DATABASES AND INFORMATION REFERENCE SYSTEMS

1.	http://www.biblioclub.ru	Electronic Library System (EBS) University Library Online	Registration via any university computer. In the future, unlimited individual access is provided from any point where Internet access is available.
2.	http://www.e.lanbook.com	The Electronic Library System (EBS) of the Lan Publishing House	Free access
3.	нэб.рф	National Electronic Library	Access is provided only within the framework of an organized electronic reading room from terminals installed on the territory. IGU Scientific Library (28 Kommunarov St.): reading room, room 305 b; YSU Electronic Information Center, room 406 a

VII. LICENSED AND FREELY DISTRIBUTED SOFTWARE

The following licensed and freely distributed software is used in the implementation of the academic discipline:

- Microsoft Windows;
- Microsoft Office;
- LibreOffice, etc.

VIII. EQUIPMENT AND TECHNICAL TRAINING FACILITIES NECESSARY FOR THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE

Training sessions are held in classrooms equipped with specialized furniture, including stationary or portable technical training equipment (projector, screen, computer/laptop).

Independent work is carried out in classrooms equipped with computer technology with the ability to connect to the Internet and provide access to the electronic information and educational environment of the university