**1. Name of module:** Business plan

**2. The unit code:** MTUB\_8\_OND.13\_3

**3. Type module:** compulsory

**4. Semester:** 2

**5. The volume of the module: t**otal hours - 90 (ECTS credits - 3); contact hours - 28 (including lectures - 14 hours., practical - 14 hours).

**6. Lecturer:** Poberezhets Natalia Borisovna

**7. Learning outcomes:**

Following the completion of the module a student **must:**

**know:** the concept of business - plan, its structure, means and methods of planning decisions in enterprises of all forms of ownership, the place and role of the business plan in a market economic system, a common methodology and logic design, preparation and presentation of a business plan.

**able to:** analyze the goals and objectives of business organization; skills form an integrated approach to your business; prove the necessity and usefulness of business plans for the modern implementation of your business; develop individual components of the business plan.

Mode of delivery: auditorium classes

**8. Necessary preliminary and co-requisites:**

**9. Prerekvizyty:** "Banking", "Management", "Marketing", "Financial Management".

**10. Contents:** The value of business planning in a market economic system. Business plan in a market economic system. The preparatory stage of developing a business plan. Structure, logic design and execution of the business plan. The product (service) and market. Marketing - plan. Production plan. Institutional Plan. Risk assessment. Financial plan.

**11. Suggested Reading:**

1. Сердюкова О. М. Бізнес-планування : метод. пос. / О. М. Сердюкова. – Умань: УДПУ, 2011.- 130 с.
2. Покропивний С. Ф. Бізнес-план: технологія розробки та. обгрунтування: Навч. посібник — Вид. 2-ге, доп. / С. Ф. Покропивний, С. М. Соболь. Г. О. Швиданенко, О. Г. Дерев'янко. — К.: КНЕУ, 2002. — 379 с.

**12. Methods:** lectures, practical classes, independent work

**13. Assessment methods:**

• Current control (75%) - oral interviews, testing, individual scientific-research tasks

• Final control (25%) - credit (theoretical question)

**14. Language of instruction:** Ukrainian