



Syllabus of the educational discipline «Business-planning in tourism»

Specialty	242 «Tourism»
Educational program	242 «Tourism»
Level of education	First (bachelor)
Discipline status	Selective
Teaching language	English
Course / semester	4 course, 7 semester
Number of credits ECTS	4
Distribution by types of trainings and hours of study	Lectures – 12 hours. Laboratory studies – 24 hours. Independent training –84 hours.
Form of final assessment	Exam
Department	Department of Tourism, av. Science, 9a, Kharkiv office 316 (building 1), +38 (057) 758-77-26, additional 451, http://www.hneu.edu.ua/Department_of_tourism
Teacher	Pohuda Nataliia Viktorivna, associate professor of the department of tourism, PhD in economics
Teacher's contacts	nvpoguda@gmail.com
Days of the classes	According to the current schedule
Consultations	According to the schedule
The purpose of the discipline is forming a system of theoretical knowledge and applied skills on the methodological apparatus of business planning in tourism, as well as developing a comprehensive approach to business planning in the tourism sector	
Prerequisites for learning <i>World economy and international economic relations, Economics of recreation and tourism, Hotel business / Basic knowledge of economics, the fundamentals of law</i>	
Content of the educational discipline	
Content module 1. Theoretical approaches to business planning	
Theme 1. Theoretical aspects of business development of the enterprise	
Theme 2. Types of business plans in a market economy	
Theme 3. Strategic analysis of enterprise development	
Theme 4. Research of current practices of drawing up a business plan for the creation of a new tourist enterprise	
Theme 5. Business plan as a basis for business projects	
Content module 2. Practice of drawing up a business plan of a tourist enterprise	
Theme 6. Market research and sales forecast	
Theme 7. Production plan	
Theme 8. Organization of financial planning	
Theme 9. Organization of marketing plan. Features of the organizational plan	
Theme 10. Analysis of project risks of the project	
Material and technical support (software) of the discipline	
Course page on the Moodle platform (personal training system)	Syllabus , technological map, lectures, tasks for laboratory classes, information materials, tasks for testing knowledge.
Recommended literature	
<i>Main: 1. Кучеренко В.Р. Бізнес-планування фірми: навч. посіб./ Кучеренко В.Р., Карнов В.А., Маркітан О.С. – К.: Знання, 2006. – 423 с. 2. Павленко А. Ф. Маркетинг: [підручник]; / Павленко А. Ф., Войчак А. В.– К.: КНЕУ, 2003. – 246 с. 3. Саєнко М.Г. Стратегія</i>	



підприємства: [підручник]; / Саєнко М.Г. – Тернопіль: «Економічна думка», 2006. – 390 с.
4. Бескровна Л.О. Бізнес-планування підприємства: навч. посіб. / Бескровна Л.О. – Одеса, ОНАЗ, 2012. – 124 с.

Ancillary: 5. Свінцицька О.М. Планування діяльності підприємства: навч. посіб. / Свінцицька О.М. – К.: Вид-во Європ. ін-ту, 2005. – 232 с. 6. Бізнес-планування у туризмі : методичні рекомендації для проведення тренінгу для студентів спеціальності 242 "Туризм" першого (бакалаврського) рівня : [Електронне видання] / уклад. Н. А. Дехтяр, А. В. Гниря. – Харків : ХНЕУ ім. С. Кузнеця, 2017. – 86 с. 7. Тарасюк Г.М. Планування діяльності підприємства: навч.посіб. / Тарасюк Г.М., Шваб Л.І. – К.: Каравела, 2005. – 312 с.

Assessment system of learning outcomes

The system of evaluation includes: the current control during the semester at lectures, practical classes, seminars is estimated by the sum of points (the maximum amount is 60 points; the minimum amount that allows a student to complete the discipline is 35 points); the module control carried out in the form of a control work, taking into account the current control over the relevant content module; the final / semester control, conducted in the form of the exam, according to the educational schedule (the maximum amount is 40 points; the minimum amount that allows a student to complete the discipline is 25 points).

More detailed information on assessment is given in the technological card of the discipline.

Accumulation of rating points in the discipline

Types of training	Max points
Lectures (active work)	12
Laboratory studies (active work)	12
Tasks by themes	24
Presentation	2
Written control paper	10
Exam	40
Max points	100

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

Discipline policies

The study of this discipline involves the mandatory adherence to the Policy of academic integrity, Absenteeism policy and Policy to perform tasks later than the deadline.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline.

Syllabus approved at the meeting of the Department of «Tourism». Protocol №1 from 26.08.2020