



MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
Federal State Autonomous Educational Institution of Higher Education
"Far Eastern Federal University"
(FEFU)
INSTITUTE (SCHOOL) OF LIFE SCIENCES AND BIOMEDICINE (SCHOOL)

AGREED
Head of OP

Yu.S. Khotimchenko
(signature) (FULL NAME)
December 21, 2021



APPROVE

Director of the Department of Pharmacy and Pharmacology

E.V. Khozhaenko
(signature) (I.O. Surname)
December 21, 2021

WORKING PROGRAM OF THE DISCIPLINE

business planning in healthcare

Direction of training 32.04.01 "Public Health"

Educational program "Leadership and governance in public health (program in English for foreign citizens)"

Full-time training form

course 1 semester 2

lectures at 6 p.m.

practical classes 18 hours.

including using MAO lek. 4 hours/practice 6 o'clock

total classroom hours 36 hours,

including using MAO 10 hours.

independent work 72 hours.

including preparation for the exam 54 hours.

control works (quantity) are not provided

term paper / term project are not provided

exam 2 semester

The work program of the discipline is compiled in accordance with the requirements of the Federal State Educational Standard of Higher Education in the field of study 32.04.01 Public health, approved by order of the Ministry of Education and Science of the Russian Federation dated May 31, 2017. No. 485.

The work program was discussed at the meeting Department of Pharmacy and Pharmacology, Protocol No. 4 dated December 21, 2021

Director of the Department Ph.D., E.V. Khozhaenko

Compiled by: Candidate of Medical Sciences, Associate Professor V.N. Rasskazova

Reverse side of the title page of the RPD

1. The work program was revised at a meeting of the Department / department / department (implementing the discipline) and approved at a meeting of the Department / department / department (issuing structural unit), protocol dated “ _____ ” _____ 2021 No. _____
2. The work program was revised at a meeting of the Department / department / department (implementing the discipline) and approved at a meeting of the Department / department / department (issuing structural unit), protocol dated “ _____ ” _____ 2021 No. _____
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I. Goals and objectives of mastering the discipline:

Target:

the formation of a student's complex of knowledge on theoretical foundations and the acquisition of practical skills in business planning, which involves mastering the method of strategic analysis of the external and internal environment of the organization, diagnosing the state of the company, developing a strategy to maintain and develop competitive advantages.

Tasks:

1. To form students' knowledge and practical skills in the application of methods and techniques for research and;
2. To form students' skills of generalization of empirical dependencies of economic variables;
3. To form students' skills in developing alternative strategies for the development of an organization, region, country;
4. To form students' ability to solve problems related to the analysis, evaluation and adoption of strategic decisions, the development of alternatives that are adequate to the market situation.

As a result of studying this discipline, students form the following universal, general professional and professional competencies (elements of competencies).

Professional competencies of graduates and indicators of their achievement:

Task type	Code and name of professional competence (result of development)	Code and name of the indicator of achievement of competence
organizational and managerial	PC-4 The ability to analyze and evaluate the performance of a medical organization, manage the resources of a medical organization, develop and implement a quality management system in a medical organization, prepare a rationale for the volume of medical care in accordance with the resources of a medical organization and the needs of the population	PC-4.1 Knows the methodology for a comprehensive assessment of the performance of a medical organization PC-4.2 Able to develop and select the best areas for the activities of a medical organization PC-4.3 Possesses the skills of a systematic approach when developing development plans

Task type	Code and name of professional competence (result of development)	Code and name of the indicator of achievement of competence
organizational and managerial	PC-5 The ability to evaluate the effectiveness of the activities of a medical organization, develop and select optimal management decisions, develop a business plan for the development of a medical organization, use a process approach in managing a medical organization, use technological maps of the processes of a medical organization	PC-5.1 Knows the methods of planning a medical organization PC-5.2 Able to draw up a plan for a medical organization, develop business planning and investment projects PC-5.3 Proficient in planning, developing business planning and investment projects

Code and wording of competence	Stages of competence formation	
PC-4 The ability to analyze and evaluate the performance of a medical organization, manage the resources of a medical organization, develop and implement a quality management system in a medical organization, prepare a rationale for the volume of medical care in accordance with the resources of a medical organization and the needs of the population	Knows	principles of organizing and implementing measures to ensure the protection of public health and implementation of a quality management system in a medical organization
	Can	plan activities to ensure the protection of public health and implementation of a quality management system in a medical organization, preparation of a justification for the volume of medical care in accordance with the resources of a medical organization
	owns	skills in organizing and implementing measures to ensure the protection of public health, as well as owns methods analysis and evaluation of performance indicators of a medical organization, resource management of a medical organization, methods for developing and implementing a quality management system in a medical organization, preparing a justification for the volume of medical care in accordance with the resources of a medical organization and the needs of the population
PC-5 The ability to assess the effectiveness of the activities of a medical organization, develop and select optimal management decisions, develop a business plan	Knows	Principles of goal setting, types and methods of organizational planning and fundamental concepts of financial management, as well as the method of a process approach to managing a medical organization
	Can	Develop corporate, competitive and functional strategies for the development of the organization, develop investment projects and conduct their verification

for the development of a medical organization, use a process approach in managing a medical organization, use technological maps of the processes of a medical organization	owns	Methods for formulating and implementing strategies at the business unit level, developing and implementing marketing programs, as well as methods for investment analysis and analysis of financial markets, a process approach in managing a medical organization and the possibility of using technological maps of the processes of a medical organization.
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For the formation of the above competencies within the discipline "business planning in healthcare» the following methods of active / interactive learning are used: lectures - conferences, problematic lectures, visualization lectures; practical exercises - debate, round table (preparation and discussion of abstracts).

II. The complexity of the discipline and types of training sessions in the discipline

The total labor intensity of the discipline is 3 credit units (108 academic hours).

(1 credit unit corresponds to 36 academic hours)

Designation	Types of training sessions and work of the student
L	Lecture classes
Etc	Practical lessons
Right electr.	
SR:	Independent work of the student during the period of theoretical training
including control	Independent work of the student and contact work of the student with the teacher during the period of intermediate certification
	And other types of work

Discipline structure:

Full-time form of education

No.	Section name disciplines	Semester	The number of hours by type of training sessions and work of the student						Forms of intermediate certification
			Lek	lab	Etc	OK	SR	Control	
1	Goals, objectives and features of drawing up a business plan	2	2		2		2	54	
2	Structure and content of the business plan		2		2		2		

3	Organization of the business plan implementation process		2		2		2		
4	Fundamentals of health planning		2		2		2		
5	Features of the development of individual parts of the business plan		2		2		2		
6	Conceptual part and production plan		2		2		2		
7	Investment and financial sections of the business plan, summary. The role of a business plan in the work of a medical institution		2		2		2		
8	Performance budgeting		2		2		2		
9	Basic planning documents of various types of institutions. State (municipal) task		2		2		2		
	Total:	2	18	-	18	-	18	54	Exam

III. STRUCTURE AND CONTENT OF THE THEORETICAL PART OF THE COURSE

(18 hours, including with the use of MAO - 4 hours.)

Topic 1. Content and organization of business planning in the enterprise (2 hours).

Theoretical foundations of business. The essence and importance of business planning in enterprise management. Organization of the business planning process at the enterprise. The role, practice and unused opportunities of business planning in the Russian Federation.

Topic 2. Entrepreneurial project and business planning, stages of business plan formation (2 hours)

Concept of entrepreneurial project and business plan. Tasks, functions and main elements of a business plan. Purpose, content of the mission of the organization, principles and ethics, culture and reputation of the firm; the goals of developing a business plan, their classification; establishing the overall structure of the business plan; the sequence of drawing up a business plan and collecting the necessary information Business planning and medical design during the creation and reorganization of a medical center

Topic 3. Business plan of the organization (2 hours).

The concept, purpose, objectives and features of drawing up a business plan. The difference between a business plan and other planning documents.

Topic 4. Structure and content of business plan sections (2 hours).

General Structure of a Business Plan. Title page, table of contents, confidentiality memorandum, business plan summary. Business history of the organization (industry description). Characteristics of the organization's business object. Analysis of the organization's business environment. marketing plan. Production plan. organizational plan. Financial plan. Risk assessment and insurance.

Topic 5. General recommendations for writing a business plan (2 hours)

Brief methodology for compiling a business plan. Determination of sources of the necessary information. Definition of the purposes of its development. Determining your target readers. Establishing the general structure of the created document. Collection of information. Writing a business plan.

Topic 6. Planning in health care. Economic efficiency of the medical organization and its importance in business planning (2 hours)

Topic 7. Methodology of business planning in medical organizations(2 hours).

Methods of analysis and calculation of the economic efficiency of the activities of a medical organization.

Topic 8. Concepts of a legal plan, an organizational plan of a production plan on the experience of a dental medical organization (2 hours)

Topic 9. Marketing plan. Financial plan (2 hours)

IV. STRUCTURE AND CONTENT OF THE PRACTICAL PART OF THE COURSE AND INDEPENDENT WORK

Practical lessons

(6 p.m., including using MAO - 6 hours.)

Lesson 1. Goals, objectives and features of drawing up a business plan (2 hours)

1. The main goal of business planning.
2. The main stages of business planning.
3. Business plan outlines.
4. Business planners.

Lesson 2. Structure and content of a business plan (2 hours)

1. Business plan development sequence.
2. Analysis of sales markets and main competitors.
3. Marketing plan.

4. Production plan.
5. Organizational plan.
6. Financial plan.

Lesson 3. Organization of the business plan implementation process (2 hours)

1. Presentation of the business plan to potential investors.
2. The content of work on the implementation of the business plan.
3. Stages of business plan implementation.
4. Managing the implementation of the business plan.

Session 4. Fundamentals of health planning

(2 hours):

1. Basic principles of planning in health care.
2. System of plans for a medical institution.
3. Fundamentals of strategic planning.
4. Operational planning

Lesson 5. Features of the development of individual parts of the business plan (2 hours)

1. A Brief Overview of the Main Parts of a Business Plan
2. Assessment of the current situation in a medical organization
3. Market and environment analysis
4. SWON analysis.

Session 6. Conceptual part and production plan (2 hours)

1. Strategic and tactical goals of the organization.
2. The product of the organization and the prospects for its development.
3. The production potential of a medical organization.
4. Service release plan.

Lesson 7. Investment and financial sections of the business plan, summary. The role of a business plan in the work of a medical institution (2 hours)

1. Business plan as the basis of the institution's strategy and investment policy.
2. Assessment of the need and ways to attract investment
3. Business plan of the institution
4. Business plan of the project
5. Financial plan
6. Organization of the implementation of the business plan
7. Summary.

Session 8: Performance Budgeting (2 hours)

1. The concept of performance-based budgeting.
2. Regulatory framework for budgeting.
3. Examples of achieving positive results.

Lesson 9. Basic planning documents of various types of institutions.

State (municipal) task (2 hours)

1. Budget estimate of a government institution;
2. Contents of the estimate of the state institution;
3. Plan of financial and economic activities of an autonomous and budgetary institution;
4. Requirements for the content of the state (municipal) task.
5. The concept of state (municipal) tasks;
6. Features of the application of the state (municipal) task to state institutions;
7. The procedure for the development of the state (municipal) task;
8. Procedure for approval of the state (municipal) task

Schedule for the implementation of independent work on the discipline

No. p/p	Date/Due dates	Type of independent work	Approximate lead times	form of control
1	1-6 weeks	Preparation of abstracts	9 o'clock	Protection
2	7-12 weeks	Presentation preparation	9 o'clock	Protection
3	13-18 weeks	Exam preparation	54 hours	Exam

List of types of independent work of the student

Independent work of students consists of preparing for practical classes, working on recommended literature, writing reports on the topic of the seminar, preparing presentations, abstracts.

The study of lectures and preparation for a practical lesson, the preparation of a report on a selected aspect of the topic or the selection of practical material for participation in the discussion constitute the content of the student's independent work. Lecture notes, professional literature, educational and methodological support of the discipline can become the material for preparation. Forms of current control: survey, group discussion, control tasks, report presentation.

One of the necessary components for the successful development of the course is writing an essay.

Search and study of the latest theoretical and applied sources on social management in Internet resources.

The teacher offers each student individual and differentiated tasks. Some of them can be carried out in a group (for example, preparing a report and presentations on the same topic can be done by several students with a division of their duties - one prepares a scientific and theoretical part, and the second analyzes practice).

Preparation for a practical lesson, preparation of a report on a selected aspect of the topic of a practical lesson or selection of practical material for participation in the discussion constitute the content of the master's independent work. Lecture notes, professional literature, educational and methodological support of the discipline can become the material for preparation. Forms of current control: survey, group discussion, control tasks, report presentation.

Search and study of the latest theoretical and applied sources on social management in Internet resources.

Assessment of knowledge and skills is carried out at an intermediate control point after passing the appropriate section of the discipline. For methodological support of mastering the discipline, the department develops teaching aids (recommendations and instructions for students and teachers, etc.), which detail the goals and methods of conducting classes.

Independent work of students includes the study of teaching aids, materials, work on the Internet, which makes it possible to form the appropriate skills and abilities, is the foundation for making rational management decisions in the economic field of healthcare. Active use of computer teaching and control technologies in the educational process contributes to the formation of students' skills to use modern innovative educational programs.

One of the necessary components for the successful development of the course is writing an essay.

Recommendations for summarizing educational and scientific literature

Abstracting educational and scientific literature involves an in-depth study of individual scientific works, which should ensure the development of the necessary skills to work on a book. All this will contribute to the expansion of scientific horizons, increase their theoretical training, and the formation of scientific competence.

Textbooks, individual monographic studies and articles on issues provided for by the program of the academic discipline are offered for abstracting. When selecting literature on the chosen issue, it is necessary to cover the most important directions in the development of this science at the present stage. Pay special attention to those literary sources that (directly or indirectly) can assist a specialist in his practical activities. However, this section also includes works and individual

studies on issues that go beyond the discipline under study. This literature is recommended to use if you want to expand your knowledge in any branch of science.

Along with literature on general issues, masters are supposed to read literature, taking into account the profile of their professional activity, obtained independently. Not all of the proposed literature is equivalent in content and volume, so a different approach to its study is possible. In one case, this may be a general abstract of several literary sources by various authors devoted to the consideration of the same issue, in another case, a detailed study and abstract of one of the recommended works or even its individual sections, depending on the degree of complexity of the issue (problematics). In order to decide what to do in each case, you should consult with the teacher.

The choice of a specific work for abstracting should be preceded by a detailed acquaintance with the list of all literature given in the curriculum of the discipline. It is recommended that you first familiarize yourself with the selected work by viewing subtitles, highlighted texts, diagrams, tables, and general conclusions. Then it must be read carefully and thoughtfully (delving into the ideas and methods of the author), making notes along the way on a separate sheet of paper about the main provisions, key issues. After reading, you should think over the content of the article or a separate chapter, paragraph (if we are talking about a monograph) and briefly write it down. Literally, only strict definitions, formulations of laws should be written out. Sometimes it is helpful to include one or two examples in the entry to illustrate. In the event that there are incomprehensible places, it is recommended to read the following presentation,

The result of work on literary sources is an abstract.

When preparing an abstract, it is necessary to highlight the most important theoretical provisions and substantiate them independently, paying attention not only to the result, but also to the methodology used in studying the problem. Reading scientific literature should be critical. Therefore, one should strive not only to assimilate the main content, but also the method of proof, to reveal the features of different points of view on the same issue, to evaluate the practical and theoretical significance of the results of the work being reviewed. A highly desirable element of the abstract is the listener's expression of his own attitude to the ideas and conclusions of the author, supported by certain arguments (personal experience, statements of other researchers, etc.).

Abstracts of monographs, journal articles of a research nature must certainly contain, as already mentioned above, the definition of the problem and specific objectives of the study, a description of the methods used by the author, as well as

the conclusions that he came to as a result of the study. The proposed literature for referencing is constantly updated.

Goals and objectives of the abstract

An abstract (from Latin *refero* - I report, I report) is a summary of a practical or theoretical problem with the formulation of certain conclusions on the topic under consideration. The problem chosen by the student is studied and analyzed on the basis of one or more sources. Unlike term paper, which is a comprehensive study of the problem, the abstract is aimed at analyzing one or more scientific papers.

Goals essay writing are:

- developing students' skills to search for topical problems of modern legislation;
- developing the skills of concise presentation of the material, highlighting only the most significant points necessary to reveal the essence of the problem;
- developing the skills of analyzing the studied material and formulating one's own conclusions on the chosen issue in writing, in a scientific, literate language.

tasks essay writing are:

- to teach the student to convey the opinions of the authors as correctly as possible, on the basis of whose works the student writes his essay;
- to teach the student to correctly express his position on the problem analyzed in the abstract;
- prepare the student for further participation in scientific and practical conferences, seminars and competitions;
- help the student decide on the topic of interest to him, the further disclosure of which can be carried out when writing a term paper or diploma;
- to clarify for themselves and state the reasons for their agreement (disagreement) with the opinion of one or another author on this issue.

Basic requirements for the content of the abstract

The student should use only those materials (scientific articles, monographs, manuals) that are directly related to the topic he has chosen. Distracted reasoning that is not related to the analyzed problem is not allowed. The content of the abstract should be specific, only one problem should be investigated (several are allowed, only if they are interconnected). The student must strictly adhere to the logic of presentation (start with the definition and analysis of concepts, move on to posing the problem, analyze ways to solve it and draw appropriate conclusions). The abstract should end with a conclusion on the topic.

In its structure, the abstract consists of:

1. Title page;
2. Introductions, where the student formulates a problem to be analyzed and researched;
3. The main text, in which the chosen topic is consistently revealed. Unlike a term paper, the main text of the abstract involves the division into 2-3 paragraphs without highlighting chapters. If necessary, the text of the abstract can be supplemented with illustrations, tables, graphs, but they should not "overload" the text;
4. Conclusions, where the student formulates conclusions based on the main text.
5. List of used literature. This list refers to both those sources that the student refers to when preparing the essay, and others that were studied by him when preparing the essay.

The volume of the abstract is 10-15 pages of typewritten text, but in any case should not exceed 15 pages. Spacing - 1.5, font size - 14, margins: left - 3 cm, right - 1.5 cm, top and bottom - 1.5 cm. Pages must be numbered. The paragraph indent from the beginning of the line is 1.25 cm.

The procedure for submitting the abstract and its assessment

Abstracts are written by students during the semester within the time limits set by the teacher in a particular discipline, reported by the student and submitted for discussion. The printed version is handed over to the teacher leading the discipline.

Based on the results of the test, the student is given a certain number of points, which is included in the total number of student points scored by him during the semester. When evaluating the abstract, the correspondence of the content to the chosen topic, the clarity of the structure of the work, the ability to work with scientific literature, the ability to pose a problem and analyze it, the ability to think logically, knowledge of professional terminology, literacy of design are taken into account.

Guidelines for preparing presentations

General presentation requirements:

- presentation should not be less than 10 slides;
- the first page is the title page, which must be presented: the name of the project; surname, name, patronymic of the author;
- the next slide should be the content, which presents the main stages (moments) of the presentation; it is desirable that from the content using a hyperlink you can go to the required page and return to the content again;
- design-ergonomic requirements: color compatibility, limited number of objects per slide, text color;

- The last slides of the presentation should be a glossary and bibliography.

Essay topics

1. The role and importance of a business plan in modern entrepreneurship.
2. Principles of the business planning process.
3. Business concept.
4. Strengths and weaknesses of the chosen enterprise in comparison with competitors.
5. Implementation of market positioning.
6. Business planning through market segmentation.
7. Communication policy strategies.
8. Calculation of production capacity and the need for working capital.
9. Characteristics of the personnel policy of the company.
10. Indicators of the financial and economic state of the enterprise.
11. Financial evaluation of the project.
12. Methodology for calculating the effectiveness of a business project.
13. The choice of the discount rate in determining the effectiveness of participation in the project.
14. The structure of the business plan section "Description of the enterprise and industry."
15. Criteria for evaluating the attractiveness of the market.
16. The structure and content of the section of the business plan "characteristics of services and products."
17. Technical and operational characteristics and economic parameters of the product
18. Stages of market research in the process of business - planning.
19. Forecasting methods used in the practice of business - planning.
20. Marketing strategies and principles of their classification.
21. The essence of pricing methods.
22. Methods of financial forecasting in business - planning.
23. Business project performance indicators.
24. Approaches used to account for inflation.

Evaluation of independent work is carried out according to the following criteria:

- the completeness and quality of the tasks performed;
- possession of methods and techniques of computer modeling in the issues under study, the use of software tools;
- the quality of the report design, the use of rules and standards for the design of text and electronic documents;

- use of data from domestic and foreign literature, Internet sources, regulatory information and best practices;
- absence of factual errors related to understanding the problem.

When evaluating the knowledge of masters, not only the amount of knowledge is taken into account, but, first of all, the quality of assimilation of the material, understanding the logic of the academic discipline, the ability to freely, competently, logically present what has been learned is evaluated, the ability to reasonably defend one's own point of view.

“Excellent” marks the answer to independent tasks, in which the material is systematically, logically and consistently presented.

The “good” rating implies knowledge of the material and the ability to draw independent conclusions, comment on the material presented; answer with minor flaws.

Assimilation of the material is assessed as "satisfactory" when the student has not studied some sections deeply enough, allows fuzzy formulations, and gives incomplete answers.

"Unsatisfactory" is put in the case when the student does not know a significant part of the educational material, makes significant mistakes; knowledge is unsystematic.

Criteria for assessing the independent work of undergraduates

When assessing the knowledge of undergraduates, not only the amount of knowledge is taken into account, but, first of all, the quality of assimilation of the material, understanding the logic of the academic discipline, the ability to freely, competently, logically present what has been learned is evaluated, the ability to reasonably defend one's own point of view.

“Excellent” marks the answer to independent tasks, in which the material is systematically, logically and consistently presented.

The “good” rating implies knowledge of the material and the ability to draw independent conclusions, comment on the material presented; answer with minor flaws.

Assimilation of the material is assessed as "satisfactory" when the master has not studied some sections in depth, allows fuzzy formulations, and gives incomplete answers.

"Unsatisfactory" is put in the case when the master does not know a significant part of the educational material, makes significant mistakes; knowledge is unsystematic.

Abstract Evaluation Criteria

- 100-86 points are given to the student if the student expressed his opinion on the formulated problem, argued it, accurately defining its content and components. The data of domestic and foreign literature, statistical information, information of a regulatory nature are given. The student knows and owns the skill of independent research work on the research topic; methods and techniques for analyzing the theoretical and / or practical aspects of the area under study.

- 85-76 - points - the work is characterized by semantic integrity, coherence and consistency of presentation; no more than 1 mistake was made when explaining the meaning or content of the problem. For argumentation, data of domestic and foreign authors are given. Demonstrated research skills and abilities. There are no actual errors related to understanding the problem.

- 75-61 points - the student conducts a fairly independent analysis of the main stages and semantic components of the problem; understands the basic foundations and theoretical justification of the chosen topic. The main sources on the topic under consideration are attracted. No more than 2 errors were made in the sense or content of the problem.

- 60-50 points - if the work is a retold or completely rewritten source text without any comments or analysis. The structure and theoretical component of the topic is not disclosed. Three or more than three errors were made in the semantic content of the problem being disclosed.

If the abstract meets all the requirements for design and content, then the student receives a maximum of 100 points for its implementation. If the abstract is made with minor flaws, such as using fewer sources or not fully disclosing certain issues, then the student receives 75-99 points. If the teacher believes that the topic is only half disclosed, but the main issues of the topic are still touched upon, only one or two sources are used, then the student receives 50-74 points. If the topic of the abstract is not disclosed, there are no references to the literature, and the student does not answer the questions asked on the abstract, then the score for the abstract is not set.

Tasks for self-fulfillment

1. Conduct analysis and selections of periodic literature on the studied discipline. Based on the material worked out, 3 reports per semester should be prepared, which are included in the overall rating of the discipline.

2. Compilation of a glossary of terms for the discipline under study.

3. Writing an essay on a topic proposed by the teacher or independently chosen by the student and agreed with the teacher.

4. Preparation of presentations using multimedia equipment.
5. Independent solution of tax planning problems.

Guidelines for compiling a glossary

The glossary covers all highly specialized terms found in the text. The glossary must contain at least 50 terms, they must be listed in alphabetical order, the numbering must be observed. The glossary should be designed according to the principle of abstract work, a title page and page numbering must be present. The volume of work should be 10-15 pages. A carefully crafted glossary helps avoid confusion and improves the overall quality of all documentation. The glossary includes the most frequent terms and phrases, as well as all key terms with an explanation of their meaning. Glossaries can contain individual words, phrases, abbreviations, slogans, and even entire sentences.

Topics and sections for self-study of the discipline

Subject: Marketing Plan

The main tasks of sales planning. Goals and objectives of sales analysis in the preplanned period. Market volume. Market development forecast. Product range planning. Planning for the development of new products. Product Competitiveness Planning. Price planning.

Subject: Production plan

Goals and objectives of planning the production program of the enterprise. Characteristics of the main stages of the planning process of the production program. Analysis of the implementation of the production plan. Methodology for calculating the production capacity of an enterprise. Production capacity balance.

Planning of material and technical supply of the enterprise. Methods for determining the need for material resources. Indicators of the plan for the logistics of the enterprise. Relationship of the logistics plan with other sections of the tactical plan. The structure of the balance of material resources.

Subject: Organizational plan

Organizational and legal forms of entrepreneurial activity. Types and forms of ownership. Plan for labor and personnel. The relationship of the plan for labor and personnel with other sections of the tactical plan. Methods for measuring labor productivity. Factors of labor productivity growth. Labor productivity planning methods. Personnel classification. Funds of working time. Planned number of employees. Personnel development planning.

Systems and forms of remuneration. Tariff system of wages. The composition of the payroll fund. Hourly, daily, monthly payroll. Pay plan indicators.

Topic: Risk assessment

Sources of risk. Interrelation of uncertainty and risk. Losses arising from risk. Indicators of risk assessment in planning.

Subject: Financial plan

Tasks of financial planning. Structure and content of the financial plan. Initial data of the financial plan. Indicators of assessing the solvency of the enterprise. Sources of income and receipts of the enterprise and their planning. Articles of expenses and deductions of the expenditure part of the financial plan, their planning. Rationing of working capital of the enterprise. Planning of social funds. Planning expenses for servicing bank loans. Planning the amount of depreciation. Ensuring the balance of income and expenses of the financial plan.

V. EDUCATIONAL AND METHODOLOGICAL PROVISION OF STUDENTS' INDEPENDENT WORK

Independent work is defined as an individual or collective learning activity carried out without the direct guidance of a teacher, but according to his instructions and under his control. Independent work is a cognitive learning activity, when the sequence of a student's thinking, his mental and practical operations and actions depends and is determined by the student himself.

Independent work of students contributes to the development of independence, responsibility and organization, a creative approach to solving problems at the educational and professional levels, which ultimately leads to the development of the skill of independent planning and implementation of activities.

The purpose of independent work of students is to master the necessary competencies in their field of study, experience in creative and research activities.

Forms of independent work of students:

- work with basic and additional literature, Internet resources;
- self-acquaintance with the lecture material presented on electronic media in the library of an educational institution;
- preparation of abstract reviews of sources of periodicals, reference notes, predetermined by the teacher;
- search for information on the topic with its subsequent presentation to the audience in the form of a report, presentations;
- preparation for the implementation of classroom control work;
- performance of home control works;
- performance of test tasks, problem solving;
- drawing up crossword puzzles, schemes;
- preparation of reports for presentation at a seminar, conference;

- filling out a workbook;
- essay writing, term paper;
- preparation for business and role-playing games;
- compiling a resume;
- preparation for tests and exams;
- other activities organized and carried out by the educational institution and student self-government bodies.

VI. CONTROL OF ACHIEVEMENTS OF THE GOALS OF THE COURSE

No . p / p	Controlled modules / sections / topics of the discipline	Codes and stages of formation of competencies		Appraisal tools - name	
				current control	intermediate certification
1	Goals, objectives and features of drawing up a business plan	PC-4.1; PC-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 1-6
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	
2	Structure and content of the business plan	PC-4.1; PC-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 7-12
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	
3	Organization of the business plan implementation process	PC-4.1; PC-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 13-18
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	
4	Fundamentals of planning in health care	PC-4.1; PC-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 19-24
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	
5	Features of the development of individual parts of the business plan	PC-4.1; PC-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 25-30
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	
6	Conceptual part and production plan	PC-5.1; PC-5.2; PC-5.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 31-36
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	

			owns	Work in small groups, UO-3	
7	Investment and financial sections of the business plan, summary. The role of a business plan in the work of a medical institution	PC-5.1; PC-5.2; PC-5.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 37-42
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	
8	Performance budgeting	PC-5.1; PC-5.2; PC-5.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 43-48
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	
9	Basic planning documents of various types of institutions. State (municipal) task	PC-5.1; PC-5.2; PC-5.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 49-52
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	

VII. EDUCATIONAL AND METHODOLOGICAL SUPPORT OF DISCIPLINE

Main literature

1. Molokova E.I. Business planning [Electronic resource]: monograph / E.I. Molokov. - 2nd ed. — Electron. text data. - Saratov: Higher education, 2019. - 117 p. — 978-5-4487-0375-1. - Access mode: <http://www.iprbookshop.ru/79747.html>

2. Business planning [Electronic resource]: a textbook for university students studying in the areas of "Economics" and "Management" / V.Z. Chernyak [i dr.]. - 4th ed. — Electron. text data. — M. : UNITI-DANA, 2017. — 591 p. — 978-5-238-01812-6. - Access mode: <http://www.iprbookshop.ru/71209.html>

3. Business planning [Electronic resource]: study guide / Yu.Yu. Kostyukhin [i dr.]. — Electron. text data. - M. : Publishing House MISiS, 2017. - 104 p. — 978-5-906846-63-1. - Access mode: <http://www.iprbookshop.ru/78557.html>

4. Mazilkina E.I. Business planning [Electronic resource]: study guide / E.I. Mazilkin. — Electron. text data. - Saratov: Higher education, 2017. - 336 p. — 978-5-4487-0007-1. - Access mode: <http://www.iprbookshop.ru/63198.html>

5.Volkov A.S., Marchenko A.A. B67 Business planning: Proc. allowance. — M.: RIOR: INFRA-M, 2016. — 81 p. - (VO). - www.dx.doi.org/10.12737/14621. - Access mode:<http://znanium.com/catalog/product/534877>

6.Business Planning: Textbook / Barinov V. A. - 4th ed., Revised. and additional - M.: Forum, NIC INFRA-M, 2016. - 272 p.: 60x90 1/16. - (Professional Education) (Cover) ISBN 978-5-00091-082-5 - Access Mode:<http://znanium.com/catalog/product/556736>

7.Gorbunov V.L. Business planning [Electronic resource] / V.L. Gorbunov. — Electron. text data. - M. : Internet University of Information Technologies (INTUIT), 2016. - 141 p. — 2227-8397. - Access mode:<http://www.iprbookshop.ru/56371.html>

8. Savkina R.V. Planning at the enterprise: Textbook / R. V. Savkina. - M.: Publishing and Trade Corporation "Dashkov and K", 2013. - 324 p. Access mode:<http://www.studentlibrary.ru/book/ISBN9785394013171.html>

additional literature

1. Health Economics: a textbook for postgraduate professional education / [A. V. Reshetnikov, V. M. Alekseeva, S. A. Efimenko and others]; under total ed. A. V. Reshetnikova. 3rd ed., revised. and additional Moscow GEOTAR-Media, 2016.-191 p.<http://lib.dvfu.ru:8080/lib/item?id=chamo:768223&theme=FEFU>

2. Tsygankova S.M., Levkevich M.M. Formation of the mechanism of state regulation in the field of healthcare. Infra-M. — 2014 — 156 p.<http://lib.dvfu.ru:8080/lib/item?id=chamo:752338&theme=FEFU>

3.Dubrovin I. A. Business planning at the enterprise; textbook M.: Publishing house "Dashkov and K", 2012.— 43 p. <http://lib.dvfu.ru:8080/lib/item?id=chamo:665624&theme=FEFU>.

4. Electronic library of books on economics <http://www.inetlib.en/content/category/1/18/3/>

5. Russian Journal of Business and Personal Security, coverage of the processes taking place in the field of commercial security. <http://www.bdi.spb.ru>.

6.Electronic library of books on management <http://www.inetlib.en/content/>

7. Use of video materials of sites <https://infopedia.su/4x3e87.html>; <https://dic.academic.ru/dic.nsf/ruwiki/663252>

The list of resources of the information and telecommunication network "Internet", necessary for the development of the discipline

1. Patent database and searchpatents<http://www.freepatent.ru/>

2. Internet portal for healthcare <http://bio-x.ru/go.mail.ru/search?rf=e.mail.ru&fm=1&us=15&usln=3&usstr=health&usqid=7d41348ea69338f3&hasnavig=1&sbmt=1509229987234&q=health>
3. Research site <https://infopedia.su/4x3e87.html>;
<https://dic.academic.ru/dic.nsf/ruwiki/663252>
4. SSAU Electronic Library - <http://library.sgau.ru>
5. NEB - <http://elibrary.ru>
6. <http://edu.znate.ru/docs/3997/index-94535-6.html>
7. student library <http://www.studmedlib.ru>
8. <http://www.rmj.ru/medjurnrus.htm>
9. Spravochno-legal system Consultant plus.
10. <http://vladmedicina.ru> Medical portal of Primorsky Krai
12. <http://meduniver.com> Medical site about various fields of medicine

List of information technologies and software

- Microsoft Office Professional Plus 2010;
- an office suite that includes software for working with various types of documents (texts, spreadsheets, databases, etc.);
- 7Zip 9.20 - free file archiver with a high degree of data compression;
- ABBYY FineReader 11 - software for optical character recognition;
- Adobe Acrobat XI Pro - a software package for creating and viewing electronic publications in PDF format;
- ESET Endpoint Security - comprehensive protection of workstations based on Windows OS. Virtualization support + new technologies;
- WinDjView 2.0.2 is a program for recognizing and viewing files with the same name format DJV and DjVu.

VIII. METHODOLOGICAL INSTRUCTIONS FOR MASTERING THE DISCIPLINE

The theoretical part of the discipline "Business planning in healthcare" is revealed in lectures, since the lecture is the main form of education, where the teacher gives the basic concepts of the discipline.

The sequence of presenting the material in lectures is aimed at forming an indicative basis for students to subsequently master the material during independent work.

Practical classes of the course are held in all sections of the curriculum. Practical work is aimed at developing students' skills of independent research work.

During practical classes, the master performs a set of tasks that allows you to consolidate the lecture material on the topic under study.

Active consolidation of theoretical knowledge is facilitated by the discussion of problematic aspects of the discipline in the form of a seminar and classes using active learning methods. At the same time, the development of skills of independent research activity in the process of working with scientific literature, periodicals, the formation of the ability to reasonably defend one's point of view, listen to others, answer questions, and lead a discussion take place.

Lecture classes are focused on highlighting the main topics in each section of the course and are designed to orient students in the proposed material, lay the scientific and methodological foundations for further independent work of students.

Particularly significant for the professional training of students is independent work on the course. In the course of this work, students select the necessary material on the issue under study and analyze it. Independent work with literature includes such techniques as drawing up a plan, theses, abstracts, annotating sources, writing tests.

Students need to be introduced to the main sources, without which it is impossible to fully understand the issues of the course. Therefore, these sources are recommended for students to study at home and are included in the program.

Mastering the course should contribute to the development of skills for reasonable and independent assessments of facts and scientific concepts. Therefore, in all forms of knowledge control, especially when passing a test, attention should be paid to understanding the main problem field, to the ability to critically use its results and conclusions.

In the process of teaching the discipline, the following methods of active / interactive learning are used:

Lectures:

1. Problem lecture.

The lecture begins with the teacher posing problems that are solved in the course of presenting the material. The answer to the problem requires thinking of the entire audience. During the lecture, students' thinking occurs with the help of the teacher creating a problem situation before they receive all the necessary information that constitutes new knowledge for them. Thus, students independently try to find a solution to the problem situation.

Educational problems are available according to their difficulty for students, they take into account the cognitive capabilities of students, proceed from the subject being studied and are significant for the assimilation of new material and personal development - general and professional.

The problem lecture provides creative assimilation by future specialists of the principles and patterns of the studied science, activates the educational and cognitive activity of students, their independent classroom and extracurricular work, the assimilation of knowledge and their application in practical classes.

Practical lessons focused on the most fundamental and problematic issues and are designed to stimulate the development of their own position on these topics.

In working with students, a variety of means, forms and methods of teaching (information-developing, problem-search) are used: the method of scientific discussion, a conference or a round table, an analysis of specific educational situations (case study).

Conference or round table

When using this method, you can invite various specialists involved in the study of the problem under consideration or working on a topic studied by students. These can be scientists, economists, artists, representatives of public organizations, government agencies, etc.

Before such a meeting, the teacher invites students to put forward a problem of interest to them on this topic and formulate questions for their discussion. If students find it difficult, the teacher can suggest a number of problems and, together with the students, choose a more interesting one for them. Selected questions are transferred to the invited expert of the round table to prepare for the presentation and answers. At the same time, several specialists involved in the study of this problem can be invited to the "round table". In order for the round table meeting to be active and interested, it is necessary to encourage listeners to exchange views and maintain an atmosphere of free discussion.

When applying all these forms of classes, students get a real practice of formulating their point of view, comprehending the system of argumentation, that is, turning information into knowledge, and knowledge into beliefs and views.

The collective form of interaction and communication teaches students to formulate thoughts in a professional language, to speak orally, to listen, hear and understand others, to argue correctly and reasonably. Joint work requires not only individual responsibility and independence, but also self-organization of the work of the team, exactingness, mutual responsibility and discipline. At such seminars, the subject and social qualities of a professional are formed, the goals of training and educating the personality of a future specialist are achieved.

The features of collective mental activity are that there is a rigid dependence of the activity of a particular student on a fellow student; it helps to solve the psychological problems of the team; there is a "transfer" of action from one participant to another; self-management skills develop.

There are various forms of organizing and conducting this type of training, such as a press conference.

At the previous lesson, the teacher gives the task to students to individually answer the questions of the practical lesson and collectively discuss options for solving the same situation, which significantly deepens the experience of the trainees. Faced with a specific situation, the student must determine whether there is a problem in it, what it consists of, determine their attitude to the situation. At the same time, each student must, by getting used to the role of specific historical figures, analyze the causes, course and results of the events. The practical lesson begins with an introductory speech by the teacher, in which the problems for discussion are voiced. As the discussion proceeds, each of the students has the opportunity to get acquainted with the solutions, listen and weigh their many assessments, additions, changes, enter into a dialogue and discussion.

As the questions of the practical lesson are discussed, the analytical abilities of the trainees develop, contribute to the correct use of the information at their disposal, develop independence and initiative in decisions.

At the final stage of the lesson, the teacher, correcting the conclusions on the performances of students, draws general conclusions for each practical task and the overall result for the entire lesson.

Method of scientific discussion

The academic group is divided into two subgroups - generators and critics of ideas. Three more people stand out - expert analysts.

The practical lesson is implemented in four stages:

The first is preparatory (carried out 1-2 weeks before the practical session). The teacher instructs about the purpose, content, nature, rules of participation in the game. Student preparation includes:

- determination of the purpose of the lesson, specification of the educational task;
- planning the general course of the lesson, determining the time of each stage of the lesson;
- development of criteria for evaluating the proposals and ideas received, which will make it possible to purposefully and meaningfully analyze and summarize the results of the lesson.

Mutual criticisms and evaluations are strictly prohibited; they hinder the emergence of new ideas. You should refrain from actions, gestures that may be misinterpreted by other participants in the session. No matter how fantastic or incredible the idea put forward by any of the participants in the session, it should be

met with approval. The more proposals put forward, the greater the likelihood of a new and valuable idea.

The second - the lesson begins with the fact that the generators of ideas quickly and clearly characterize the ruler, the situation in the country and express all proposals for solving the named problem;

Third - critics of ideas "attack" - select the most valuable, progressive of them, analyze, evaluate, criticize and include in the list of relevant assumptions that provide a solution to the problem;

Fourth - experts analyze and evaluate the activities of both subgroups, the significance of the ideas put forward.

The goal of the teacher is to organize collective mental activity to find non-traditional ways to solve problems, when discussing controversial issues, hypotheses, problematic or conflict situations.

When writing essays, it is recommended to independently find literature for it. The abstract reveals the content of the problem under study. Working on an essay helps to deepen the understanding of individual issues of the course, form and defend one's point of view, acquire and improve the skills of independent creative work, and conduct active cognitive work.

An interview and a survey are conducted to conduct ongoing monitoring and intermediate certification.

IX. LOGISTICS AND TECHNICAL SUPPORT OF THE DISCIPLINE

The material and technical support for the implementation of the discipline includes classrooms for lectures and practical classes, equipped with multimedia support and corresponding to sanitary and contrary rules and regulations.

The educational process in the discipline is carried out in lecture, computer classes in the building of the School of Biomedicine on the FEFU campus, equipped with Pentium class computers and multimedia systems, with a connection to the FEFU corporate network and the Internet.

In order to provide special conditions for the education of people with disabilities and people with disabilities in FEFU, all buildings are equipped with ramps, elevators, lifts, specialized places equipped with toilets, information and navigation support signs.

Name of equipped premises and premises for independent work	List of main equipment
690922, Primorsky Territory, Vladivostok, Russian Island, Saperny Peninsula, Ayaks	Multimedia Audience: Motorized Screen 236*147cm Trim Screen Line; Projector DLP, 3000 ANSI Lm, WXGA 1280x800, 2000:1 EW330U Mitsubishi; document camera CP355AF Avervision, video camera MP-

village, 10, School of Biomedicine, room M 422, area 158.6 m ²	HD718 Multipix; Subsystem of specialized equipment fastenings CORSA-2007 Tuarex; Video switching subsystem: Audio switching and sound amplification subsystem: power amplifier, wireless LAN based on 802.11a/b/g/n 2x2 MIMO(2SS) access points.
690922, Primorsky Territory, Vladivostok, Russian Island, Saperny Peninsula, Ayaks village, 10, School of Biomedicine, room M 419, area 74.9 m ²	Multimedia Audience: Motorized Screen 236*147cm Trim Screen Line; Projector DLP, 3000 ANSI Lm, WXGA 1280x800, 2000:1 EW330U Mitsubishi; document camera CP355AF Avervision, video camera MP-HD718 Multipix; Subsystem of specialized equipment fastenings CORSA-2007 Tuarex; Video switching subsystem: Audio switching and sound amplification subsystem: power amplifier, wireless LAN based on 802.11a/b/g/n 2x2 MIMO(2SS) access points.
690922, Primorsky Territory, Vladivostok, Russian Island, Saperny Peninsula, Ayaks settlement, 10, room M612, area 47.2 m ²	Computer class for 22 workplaces: HP ProOpe 400 All-in-One 19.5 (1600x900), Core i3-4150T, 4GB DDR3-1600 (1x4GB), 1TB HDD 7200 SATA, DVD+/-RW, GigEth, Wi-Fi, W, usb kbd/ mse, Win7Pro(64-bit)+Win8.1Pro(64-bit), 1-1-1 Wty (25 pcs.)
Reading rooms of the FEFU Scientific Library with open access to the fund (building A - level 10)	HP ProOpe 400 All-in-One 19.5 (1600x900), Core i3-4150T, 4GB DDR3-1600 (1x4GB), 1TB HDD 7200 SATA, DVD+/-RW, GigEth, Wi-Fi, BT, usb kbd/ mse, Win7Pro (64-bit)+Win8.1Pro(64-bit), 1-1-1 Wty Internet access speed 500 Mbps. Workplaces for people with disabilities are equipped with Braille displays and printers; equipped with: portable devices for reading flat-print texts, scanning and reading machines, a video enlarger with the ability to regulate color spectra; magnifying electronic loupes and ultrasonic markers

X. VALUATION FUND

FOS passport

Professional competencies of graduates and indicators of their achievement:

Task type	Code and name of professional competence (result of development)	Code and name of the indicator of achievement of competence
organizational and managerial	PC-4 The ability to analyze and evaluate the performance of a medical organization, manage the resources of a medical organization, develop and implement a quality management system in a medical organization, prepare a rationale for the volume of medical care in accordance with the resources of a medical organization and the needs of the population	PC-4.1 Knows the methodology for a comprehensive assessment of the performance of a medical organization PC-4.2 Able to develop and select the best areas for the activities of a medical organization PC-4.3 Possesses the skills of a systematic approach when developing development plans

Task type	Code and name of professional competence (result of development)	Code and name of the indicator of achievement of competence
organizational and managerial	PC-5 The ability to evaluate the effectiveness of the activities of a medical organization, develop and select optimal management decisions, develop a business plan for the development of a medical organization, use a process approach in managing a medical organization, use technological maps of the processes of a medical organization	PC-5.1 Knows the methods of planning a medical organization PC-5.2 Able to draw up a plan for a medical organization, develop business planning and investment projects PC-5.3 Proficient in planning, developing business planning and investment projects

Code and wording of competence	Stages of competence formation	
PC-4 The ability to analyze and evaluate the performance of a medical organization, manage the resources of a medical organization, develop and implement a quality management system in a medical organization, prepare a rationale for the volume of medical care in accordance with the resources of a medical organization and the needs of the population	Knows	principles of organizing and implementing measures to ensure the protection of public health and implementation of a quality management system in a medical organization
	Can	plan activities to ensure the protection of public health and implementation of a quality management system in a medical organization, preparation of a justification for the volume of medical care in accordance with the resources of a medical organization
	owns	skills in organizing and implementing measures to ensure the protection of public health, as well as own methods and analysis and evaluation of performance indicators of a medical organization, resource management of a medical organization, methods for developing and implementing a quality management system in a medical organization, preparing a justification for the volume of medical care in accordance with the resources of a medical organization and the needs of the population
PC-5 The ability to assess the effectiveness of the activities of a medical organization, develop and select optimal management decisions, develop a business plan	Knows	Principles of goal setting, types and methods of organizational planning and fundamental concepts of financial management, as well as the method of a process approach to managing a medical organization
	Can	Develop corporate, competitive and functional strategies for the development of the organization, develop investment projects and conduct their verification

for the development of a medical organization, use a process approach in managing a medical organization, use technological maps of the processes of a medical organization	owns	Methods for formulating and implementing strategies at the business unit level, developing and implementing marketing programs, as well as methods for investment analysis and analysis of financial markets, a process approach in managing a medical organization and the possibility of using technological maps of the processes of a medical organization.
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Monitoring the achievement of course goals

No . p / p	Controlled modules / sections / topics of the discipline	Codes and stages of formation of competencies		Appraisal tools - name	
				current control	intermediate certification
1	Goals, objectives and features of drawing up a business plan	PC-4.1; PC-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 1-6
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	
2	Structure and content of the business plan	PC-4.1; PC-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 7-12
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	
3	Organization of the business plan implementation process	PC-4.1; PC-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 13-18
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	
4	Fundamentals of planning in health care	PC-4.1; PC-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 19-24
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	
5	Features of the development of individual parts of the business plan	PC-4.1; PC-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 25-30
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	
6	Conceptual part and production plan	PC-5.1; PC-5.2; PC-5.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 31-36
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	

			owns	Work in small groups, UO-3	
7	Investment and financial sections of the business plan, summary. The role of a business plan in the work of a medical institution	PC-5.1; PC-5.2; PC-5.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 37-42
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	
8	Performance budgeting	PC-5.1; PC-5.2; PC-5.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 43-48
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	
9	Basic planning documents of various types of institutions. State (municipal) task	PC-5.1; PC-5.2; PC-5.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 49-52
			Can	Tests PR-1, essay PR-3, case-tasks PR-11 presentation	
			owns	Work in small groups, UO-3	

Competence level assessment scale

Code and wording of competence	Stages of competence formation		criteria	Indicators	Points
PC-4 the ability to analyze and evaluate the performance of a medical organization, manage the resources of a medical organization, develop and implement a quality management system in a medical organization, prepare a rationale for the volume of	knows (threshold level)	basics of planning and organizing measures to ensure the protection of public healthin accordance with the resources of the medical organization and the needs of the population	knowledge of the basics of planning and organizing measures to ensure the protection of public healthin accordance with the resources of the medical organization and the needs of the population	the ability to explain and apply in practice the basics of planning and organizing activities to ensure the protection of public healthin accordance with the resources of the medical organization and the needs of the population	61-70
	can (advanced)	properly draw up official medical documents, maintain primary medical records, take measures to ensure	analyze and evaluate the performance of a medical organization, manage the	abilityanalyze and evaluate the performance of a medical organization, manage the	71-84

medical care in accordance with the resources of a medical organization and the needs of the population		health protection, analyze and evaluate the performance of a medical organization	resources of a medical organization, develop and implement quality management systems in a medical organization, justify the volume of medical care in accordance with the resources of a medical organization and the needs of the population	resources of a medical organization, develop and implementation of a quality management system in a medical organization in accordance with the resources of a medical organization and the needs of the population	
	owns (high)	methods of planning and organizing measures to ensure the protection of public health, development and implementation of a quality management system in a medical organization, preparation of a rationale for the volume of medical care in accordance with the resources of a medical organization and the needs of the population	possession of methods for planning and organizing measures to ensure the protection of public health, analysis and evaluation of performance indicators of a medical organization, resource management of a medical organization, development and implementation of a quality management system in a medical organization	ability analyzing and evaluating the performance of a medical organization, managing the resources of a medical organization, developing and implementing a quality management system in a medical organization, preparing a justification for the volume of medical care in accordance with the resources of a medical organization and the needs of the population	85-100
PC-5 The ability to assess the effectiveness of the activities of	knows (threshold level)	principles of goal setting, types and methods of organizational planning and	knowledge of the basic concepts of research processes, incl.	the ability to explain the main stages of the study of the business plan of a medical	61-70

<p>a medical organization, develop and select optimal management decisions, develop a business plan for the development of a medical organization, use a process approach in managing a medical organization, use technological maps of the processes of a medical organization</p>		<p>fundamental concepts of financial management</p>	<p>business processes in medicine</p>	<p>organization, the process approach in the management of a medical organization</p>	
	<p>can (advanced)</p>	<p>develop corporate, competitive and functional strategies for the development of the organization, develop investment projects and conduct their verification</p>	<p>the ability to analyze and compare the stages of the process of strategic development of a medical organization, business planning and use of technological process maps of medical activities</p>	<p>the ability to develop investment projects and conduct their verification based on the use of a process approach in the management of a medical organization and the use of technological maps of the processes of medical activity</p>	<p>71-84</p>
	<p>owns (high)</p>	<p>methods for formulating and implementing strategies at the business unit level, developing and implementing marketing programs, as well as methods for investment analysis and analysis of financial markets.</p>	<p>methods of collecting, processing, analyzing information and presenting them to implement the business strategies of a medical organization using flow charts of medical activities</p>	<p>the ability to formulate the main stages and explain the tasks for the implementation of marketing programs and the analysis of financial markets using a process approach in the management of a medical organization and the use of technological process maps of medical activities</p>	<p>85-100</p>

Methodological recommendations that determine the procedures for evaluating the results of development disciplines

Current assessment of students. The current certification of students in the discipline "Business planning in healthcare" is carried out in accordance with the local regulations of the Far Eastern Federal University and is mandatory.

The current attestation in the discipline "Business planning in healthcare" is carried out in the form of control measures (a written survey, defense of practical / laboratory work) to assess the actual results of master's education is carried out by a leading teacher.

The objects of assessment are:

- academic discipline (activity in the classroom, the timeliness of the implementation of various types of tasks, attendance at all types of classes in the discipline being certified);
- the degree of assimilation of theoretical knowledge;
- the level of mastery of practical skills and abilities in all types of educational work;
- results of independent work.

For each object, a description of the assessment procedures is given in relation to the assessment tools used.

Intermediate certification of students. Intermediate certification of students in the discipline "Business planning in healthcare" is carried out in accordance with the local regulations of the Far Eastern Federal University and is mandatory.

Depending on the type of intermediate control in the discipline and the form of its organization, various criteria for assessing knowledge, skills and abilities can be used.

Test and examination materials. When assessing students' knowledge, intermediate control takes into account the amount of knowledge, the quality of their assimilation, understanding the logic of the academic discipline, the place of each topic in the course. The ability to freely, competently, logically coherently present what has been studied, the ability to reasonably defend one's own point of view are assessed.

Evaluation tools for intermediate certification

Intermediate certification includes the student's answer to the exam questions.

Questions for the exam

1. Planning, concept, role and significance in a market economy. Planning functions.
2. Business as an object of planning.
3. Methodology and organization of business planning.
4. The system of plans in the enterprise.
5. Strategic business plan.

6. Current and operational plans.
7. Determination of the goals and objectives of the enterprise, reflected in the business plan.
8. External and internal business environment.
9. Business plan of the enterprise and its sections. The main content of the business plan.
10. Features of drawing up and substantiating a business plan for various types of entrepreneurship.
11. Summary section of the business plan. Summary.
12. Essence, main features of the planned product, competitiveness.
13. Production plan. Its justification and inclusion in the business plan of the enterprise.
14. The composition and structure of the main production and working capital of the enterprise (business plan)
15. Calculation of the need for raw materials and materials.
16. The production program of the enterprise and its rationale for production capacity.
17. Resource efficiency indicators.
18. Justification and balance linking the sections of the plan with each other.
19. Determining the price of products. The order of its application in business planning.
20. The composition of the costs included in the cost of production and cost planning.
21. Product sales market. Segmentation and market capacity.
22. Taking into account the factor of competition in the market when planning a business.
23. Marketing strategy and plan. Their application in the business plan.
24. The system of business goals, structuring goals.
25. Organizational plan of the enterprise. Business management structure.
26. Calculation of the number: the main staff, support, engineers, employees.
27. Productivity and labor intensity, measurement indicators.
28. Payroll fund and payroll deductions.
29. Risk and insurance. Risk groups and their consideration in business planning.
30. Risk indicators. Determining the possible amount of losses and taking them into account when drawing up plans.
31. Business financial plan: essence and content.
32. Financial analysis: calculation of key indicators.

33. Sales of products. Determination of the sales plan.
34. Cash flows of the enterprise and their balance.
35. Cash inflow. Determination of their value, accounting in the business plan.
36. Cash outflow. Determination of its value, accounting in the business plan.
37. Determining the amount of gross, net profit and its accounting in the business plan.
38. Balance of assets and liabilities of the enterprise, its role in business planning.
39. Breakeven. Breakeven chart.
40. Enterprise financing strategy. Its purpose, essence and content.
41. Investments: concept, types, sources.
42. Indicators of the effectiveness of attracting investments.
43. Investments, assessment of their value for the implementation of the business plan.
44. Determining the amount of own and borrowed funds required to implement the business plan.
45. Determination of the time of return by the enterprise of borrowed funds.
46. The procedure for adjusting plans by years due to changes in external and internal conditions.
47. Feasibility studies in the preparation and justification of the business plan of the enterprise.
48. Intra-production planning at the enterprise, goals and objectives, connection with the business planning system.
49. Planning the activities of the main production units, its features.
50. Planning the activities of auxiliary and service units, their features.
51. Planning the activities of functional units, its features.
52. The system of intra-production economic relations and their planning.

Exam Grading Criteria

Exam grade	Requirements for the formed competencies
"Great"	An "excellent" mark is given to a student if he has deeply and firmly mastered the program material, sets it out exhaustively, consistently, clearly and logically, is able to closely link theory with practice, freely copes with tasks, questions and other types of application of knowledge, and does not find it difficult to respond when modifying tasks, uses monographic literature in the response, correctly substantiates the decision made, possesses versatile skills and techniques for performing practical tasks;
"Fine"	A "good" grade is given to a student if he knows the material well, presents it competently and to the point, avoiding

	significant inaccuracies in answering the question, correctly applies theoretical provisions in solving practical issues and tasks, possesses the necessary skills and techniques for their implementation;
"satisfactorily"	The grade "satisfactory" is given to the student if he has knowledge only of the basic material, but has not mastered its details, allows inaccuracies, insufficiently correct wording, violations of the logical sequence in the presentation of the program material, has difficulty in performing practical work;
"unsatisfactory"	The "unsatisfactory" mark is given to a student who does not know a significant part of the program material, makes significant mistakes, performs practical work uncertainly, with great difficulty.

Evaluation tools for current certification

Control tests designed for masters studying the course "Business planning in healthcare".

When working with tests, it is proposed to choose one answer option from three to four offered. At the same time, the tests are not the same in their complexity. Among the proposed there are tests that contain several options for correct answers. All correct answers must be provided.

Tests are designed for both individual and collective decision. They can be used in both classroom and self-study. The selection of tests necessary for the control of knowledge in the process of intermediate certification is made by each teacher individually.

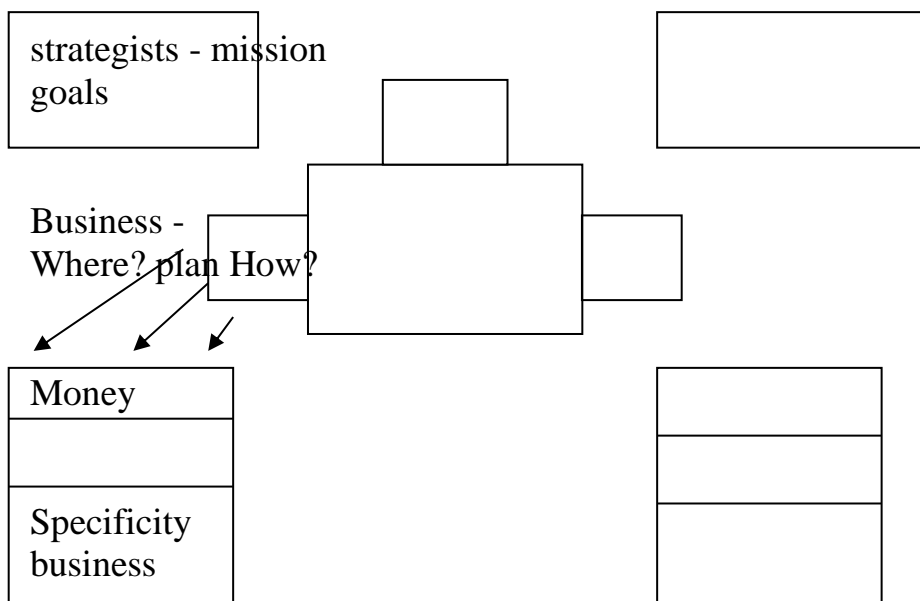
The results of the test tasks are evaluated by the teacher on a five-point scale for attestation or according to the "pass" - "fail" system. The grade "excellent" is given with the correct answer to more than 90% of the tests proposed by the teacher. Rating "good" - with the correct answer to more than 70% of the tests. Grade "satisfactory" - with the correct answer to 50% of the proposed tests.

Sample test tasks

***Instruction:** From the proposed answers, choose one and mark it with any sign.*

- 1. The main reasons for developing a business plan are:**
 - it is a tribute to fashion;
 - this is interesting;
 - to convince the investor of the expediency of providing money for the implementation of the project;
 - loyalty to the chosen course of the company;
 - independence from random circumstances;

- all answers are correct.
- 2. The main purpose of the business plan is:**
- achievement of prosperity of the company;
 - bankruptcy protection;
 - achieving a balance of desires and capabilities of the company;
 - enrichment of top managers of the company;
 - there is no correct answer;
- 3. Choose what questions the business plan should answer:**
- where are we now?
 - why are we here?
 - why are we doing this?
 - where are we moving?
 - how do we get there?
- 4. Determine the stages of business planning:**
- preparatory;
 - business analysis;
 - business college;
 - assessment of goals, resources;
 - final;
 - resume preparation;
 - drawing up a business plan;
 - there are no correct answers.
- 5. Draw and add:**



6. Classify the components of the external and internal environment of the company:

- marketing;
- the state of competition;
- product consumers;
- marketing activities;
- case management;
- staff;
- company development trends;
- production;
- industry development;
- political forces;
- finance.

7. Which goal statement would you prefer?

- the company's goal for the next year is to improve product quality;
- good product quality is the key to success;
- product quality is under constant control;
- increase profitability for each position of the assortment;
- bring the market share of the product to 20% by the end of the year.

8. In business planning, tasks are first set, and then the goal is formulated?

- Yes;
- No.

9. When is a business plan needed?

- investments are required;
- new firms are created;
- reconstruction of capacities is required;
- it is necessary to assess the impact of the changing environment;
- it is required to assess the level of risk;
- all answers are correct;
- there is no correct answer.

10. How many groups of people are professionally interested in writing a business plan:

- two;
- three;
- all employees of the company;
- there is no correct answer.

11. Who creates business plans:

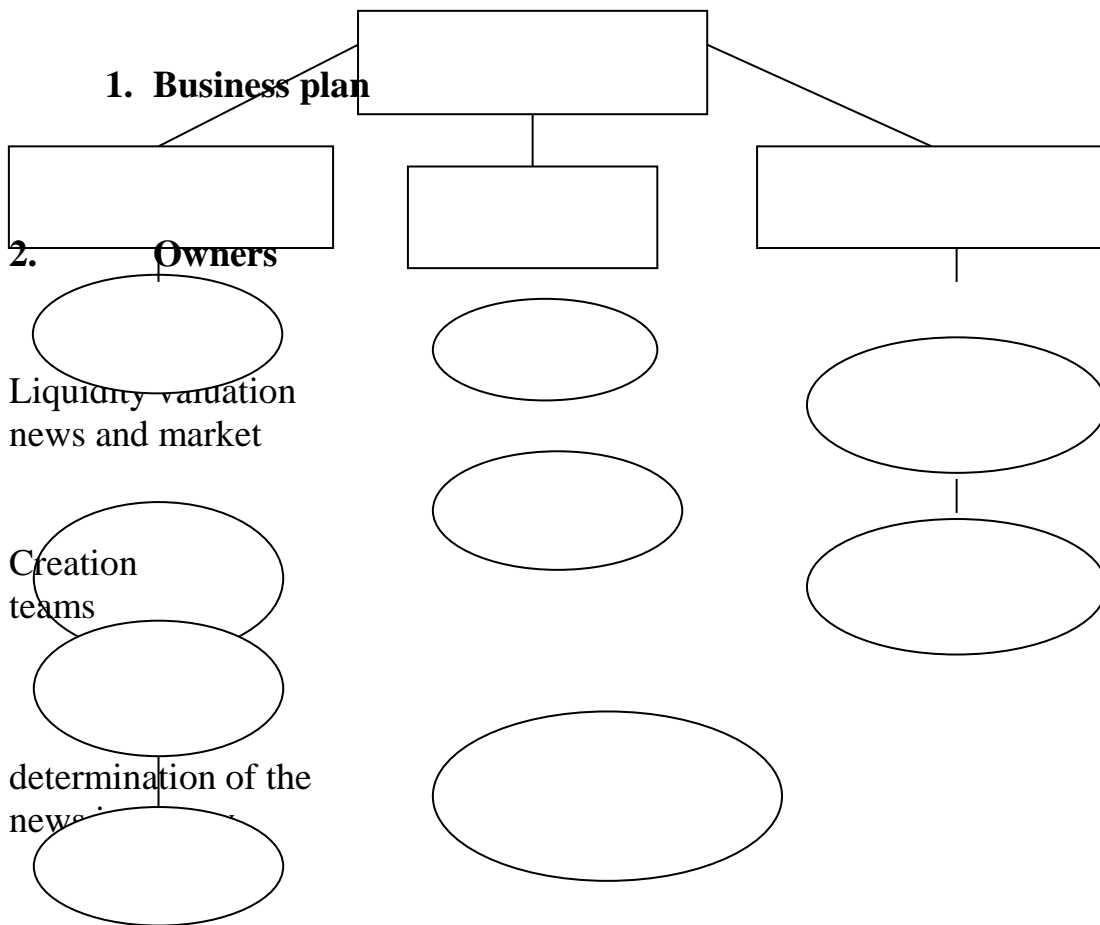
- owners;
- investors;
- creditors;
- managers;
- all answers are correct;
- there is no correct answer.

12. What is the peculiarity of the mission of managers in business planning?

13. What are the roles of a manager in business planning in small firms?

14. Without which document is it impossible to get a loan from a bank?

1. Draw and add:



What questions does this chart answer?

16. It is known that a business plan allows you to achieve the following goals:

- determine the required amount of money;
- understand business ideas;
- create a team of like-minded people;
- assess the capabilities of the company;
- evaluate liquidity and risk;
- evaluate the quality of management.

In brackets, indicate for which groups of participants in business planning these goals are most important?

17. Who should write the business plan?

First option _____

The second option _____

18. What is the meaning of listing the list of founders on the title page of the business plan:

- this is interesting;
- this is a prerequisite for granting a loan;
- possible negative reputation of these people;
- there is no correct answer.

19. If the list of founders is very large, what should business planners do?

20. What is the priority order of the founders on the title page of the business plan:

- in alphabetical order;
- in the order reflecting the share in the established capital;
- order in accordance with the constituent documents;
- all answers are correct.

21. What questions should the title page of the business plan answer:

- company name and address;
- FULL NAME. director, telephone;
- names of founders;
- the age of the founders;
- share of founders in the authorized capital;
- founders' addresses;
- legal address of the company.

22. What other essential questions should the text of the title page answer?

23. Trade secret declaration "works":

- to the business planner;
- against the business planner;
- the question is not legitimate.

Explain your chosen answer.

24. Recommended number of lines on the title page of the business plan:

- 50
- 25
- 45
- thirty
- there are no such recommendations.

25. How does the presentation of the content of the business plan begin?

26. The summary of the business plan is written:

- at the beginning of work on a business plan;
- in the middle above the business plan;
- at the end of the business plan.

27. The conclusion to your thesis work is written:

- at the beginning of work on the diploma;
- at the end of work on the diploma;
- not written at all.

28. Recommended length of summary text:

- one page;
- two pages;
- five pages;
- ten pages.

29. Writing a resume is best:

- in English;
- using Old Slavonic turns;
- conservative business language;
- using slang expressions.

30. How do you understand the meaning of the term "Concise" form of presentation?

31. Where do you use this form?

- when writing abstracts;
- when writing term papers;
- when writing lectures;

Under what condition "works" your chosen answer to this test.

32. With what form of presentation of the text can provide a "breakthrough" in business planning?

33. Give your own examples (two) of presenting your proposals in a provocative manner.

34. How do you understand the meaning of the term "long-term strategy of the company"?

35. An important role in the development of strategic goals is played by:

- current economic performance of the company;
- consumer attendance;
- a set of financial indicators;
- all indicators are equal to the same extent.

36. Is it necessary to "say" in the resume that the company is currently quite successful:

- Yes;
- No.

37. Is it necessary to "speak" in the resume about the current state of the company?

- Yes;
- No.

38. Analysis of the current state of the company is carried out in:

- in two aspects;
- in three aspects;
- it does not need to be carried out at all.

39. With what similar indicators it is reasonable to compare the performance of your company:

- with world standards;
- with European standards;
- with indicators of the main competitors;
- they are not comparable.

40. What formula can be used to calculate the return on capital:

CAPITAL PROFIT

$$O = \frac{\text{CAPITAL PROFIT}}{\text{PROFIT CAPITAL}} \quad O = \frac{\text{PROFIT}}{\text{CAPITAL}}$$

41. What do you think is the purpose of any commercial firm?

42. What is the market share of a firm?

43. Firm liquidity:

- it is the ability to "pay" local taxes;
- it is the ability to "pay" taxes to the federal budget;
- it is the ability to "pay" for all types of payments;
- there is no correct answer.

44. Is it possible to include in the text of the resume a graph of the dynamics of the company's sales volumes:

- Yes;
- No.

45. Should the summary contain a description of the forecast of a possible change in the market when your new product (service) is introduced on it?

- it is necessary to do so;
- it is not necessary to do so;
- this cannot be done.

46. At the end of your resume, you should include

(fill in)

47. What should the table of contents of a business plan reveal:

- his appointment;
- its purpose;
- its content;
- its design.

48. What is the highest achievement of the company in the innovation process?

49. Is it necessary to list the achievements of the company in the resume:

- Yes;
- No;
- it is not modest.

50. What goods are consumer goods? (give examples).

51. What goods are industrial goods? (give examples).

52. According to the degree of durability, goods are divided into: (give examples).

53. Depending on consumer demand, goods are divided into:

- everyday demand;
- rising demand;
- passive demand;
- declining demand;
- industrial purpose;
- preselection;
- special demand;
- short term demand.

54. Give some examples of interchangeable (alternative) goods.

55 You bought a newspaper. What type of product would you classify it as?

- goods for personal consumption;
- consumer goods;
- pre-selection product;
- service;
- special demand item.

56 To what type of goods would you classify the stock you purchased in a joint-stock company?

- business service;
- pre-selection product;
- goods of special demand;
- goods of passive demand;
- capital property;

57. When does the market become saturated?

58. Name the correct sequence of the product life cycle:

- growth, saturation, introduction, maturity, decline;
- introduction, maturity, growth, saturation, decline;
- introduction, decline, maturity, growth, saturation;
- introduction, growth, maturity, saturation, decline;
- introduction, growth, saturation, maturity, decline;

59. Due to what organizational and economic measures can the life cycle of a product be extended? (give examples).

60. In a strategic plan, the company's product policy is based on the concept of the product life cycle (LCT), i.e. from the fact that:

- each product has a certain period of market stability, characterized by the volume of its sales and profits over time;
- the product must make a profit, its dynamics reflects the essence of the concept of goods of the life cycle;
- demand for a product in the market changes very slowly.

61. The life cycle of a product or the curves describing it in certain coordinates can be divided into the following stages:

- period of implementation costs; payback period of implementation; profit period;
- period of low demand, period of high demand;
- access to the market; sales growth; maturity; saturation; decline.

62. At what stage of the life cycle, as a rule, does a company begin modifying a product or creating a new product:

- at the stage of maturity;
- at the stage of saturation;
- at the stage of decline.

63. The main difficulties that a firm faces at the stage of entering a product on the market include:

- intense competition for market share;
- small serial production due to the experimental nature of production; the possibility of unforeseen expenses for product modification;
- unpreparedness of the marketing network.

63. The most serious problems faced by a firm at the maturity stage include:

- intensifying competition; the need for some price reduction;
- the need to change the packaging, appearance of the goods, i.e. "pseudo modification";
- sharp rise in production costs.

64. What is leasing?

- form of credit;
- form of wholesale trade;
- form of lease of property;
- form of joint stock company;
- exchange form.

65. Consumer goods are characterized by:

- distribution through a network of special stores;
- the acquisition of a large amount of money;
- no need for additional consultations with the seller;
- all answers are correct;
- there is no correct answer.

66. The first stage in the process of creating a new product is:

- management analysis;
- product design;
- creating an idea;
- all answers are correct;
- there is no correct answer.

67. A product is new if:

- it is so valued by the market;
- the manufacturer advertises the product in a new way;
- the manufacturer uses modern technology for its manufacture;
- all answers are correct;
- there is no correct answer.

68. It is expedient to create new goods in the following way:

- own efforts;
- acquire patents;
- it all depends on the goals and resources of the company;
- all answers are correct;
- there is no correct answer.

69. A trademark is intended to:

- compensate for the missing quality of the product;
- justify to the consumer a higher price for the product;
- differentiate goods on the market among their own kind;
- all answers are correct;
- there is no correct answer.

70. What is the difference between the assortment and the nomenclature:

- the nomenclature is part of the assortment;
- assortment is a narrower concept, is part of the nomenclature;
- assortment and nomenclature are not used simultaneously to characterize the same set of goods;
- all answers are correct;
- there is no correct answer.

Test Evaluation Criteria

Assessment is carried out in an e-learning session on one hundred point scale.

The test includes 100 tasks, the maximum score for the test is 100.

Within the framework of the current level of assimilation of knowledge in the discipline, a test result of at least 61 points is allowed.