



FUNDAMENTALS OF PLANNING AND MANAGEMENT IN THE ENTERPRISE

Course paper instruction

**Lector/instructor: Spicyna Lubov Yurievna,
Assistant Professor**

**Division for Social Sciences and Humanities
TPU School of Core Engineering Education**

Zoom link:

<https://us02web.zoom.us/j/4469336397?pwd=U1pvcG9oRFBreXFUaIh0a1oxRTBnUT09>

personal site:

<https://portal.tpu.ru/SHARED/s/SPICYNA/eng/academics/Tab2>

e-mail: spicyna@tpu.ru

phone: +7(909)549 3711

STRUCTURE & CONTENT

Of the course paper research

Course paper includes 2 major parts:

1. Theoretical investigation at the theme connected with the enterprise' economic activities (the themes are shown below in this document).
2. Calculation (practical) section with the calculations of the costs for scientific research/invention/project at the professional theme of students (performed following the standard methodology using the results of the previous student's inventions constructed in TPU)

THEMES

Of the course paper research theoretic section

- 1. The firm's strategy for better staff incentives.**
- 2. Investment activity of the enterprise.**
- 3. Innovative activity of the enterprise.**
- 4. Financial management of the enterprise in conditions of inflation.**
- 5. Entrepreneurial risk, the interaction of financial and operational leverage, the assessment of total risk.**
- 6. The impact of microenvironment on the enterprise.**

THEMES

of the course paper research theoretic section

- 7. The impact of the macro environment on the enterprise.**
- 8. The tax policy of the enterprise and the principles of its construction.**
- 9. Dividend policy and production development policy.**
- 10. Methods and instruments to reduce enterprise costs.**
- 11. Management of production supply of the enterprise.**

THEMES

To the course paper research theoretic section

- 12. Intercompany planning.**
- 13. The calculation of the effectiveness of investments.**
- 14. Management of joint stock companies in market conditions.**
- 16. Fixed capital as a technical basis for production.**
- 17. Commodity policy of the enterprise.**
- 18. The role of research and development in the activities of the enterprise.**

THEMES

To the course paper research theoretic section

19. Venture capital firms and the market.
20. Salary motivation as a key to the success of the enterprise.
21. The organizational structure of the enterprise.
22. Bankruptcy of enterprises in modern conditions of Russia (student' native country).
23. Price and quality interconnection.

THEMES

To the course paper research theoretic section

- 25. The pricing strategy of the enterprise in real market conditions.**
- 26. Marketing functions in the economy of the enterprise.**
- 27. Strategy for preventing bankruptcy of an enterprise.**
- 28. Consideration of the time factor in assessing the cost-effectiveness of project options.**
- 29. Prediction of economic indicators as a factor of the successfulness of the enterprise.**
- 30. Methods of analysis of technological solutions.**

Calculation (practical) section

- 1. Take the project results from your previous research (the Nuclear power plant that you have already invented).**
- 2. Gather the information about the costs of its building.**
- 3. Calculate the value of its construction using the methodology created in TPU.**
- 4. Calculate the costs for creating your research project.**

Assessment criteria:

1. Semester work (60%):
 - Literature review –15%
 - Theory, laws and analysis – 15%
 - Practical calculations – 30%
2. Research presentation (40%)
 - Report (20%)
 - Discussion (20%).

The research has to be not less than 75% originality, illustrated with pictures, diagrams and schemes to describe the results of the author's analysis

The order of writing:

- 1. To choose the theme you are interested in and describe your calculation section invention. To send me those information by e-mail s_luba_07@mail.ru or spicyna@tpu.ru. To get from me the assignment for the course project.**
- 2. To search the educational, scientific and methodological literature and write the theoretic part of your course paper. To calculate the practical section.**
- 3. To draw up your project in accordance with established requirements.**
- 4. To send me course paper draft by e-mail spicyna@tpu.ru. To get from me the review for your paper. If I asked to change some statements, correct comments.**
- 5. After my permission print the paper and create the report with presentation to present your research.**

OBLIGATORY INFORMATION

Completed course paper must be sent to me for verification NOT LATER THAN 2 WEEKS BEFORE THE SESSION

Students who do not meet the quality requirements of the course project will not be allowed to present it and take negative assessment.

REQUIREMENTS FOR COURSE PROJECT (TPU standard)

- 1. Recommended size:** 20-30 A4 pages, Times New Roman-14 or Arial-12 font, 1.5 line spacing.
- 2. Margins:** Top and Bottom: 20 mm, Left 30 mm, and Right 15 mm.
- 3. Indent:** equal throughout the text of the paper, equal to 5 characters (15-17 mm).
- 4. Numeration:** every page is numerated in the lower right corner. End-to-end numbering

REQUIREMENTS FOR COURSE PROJECT (TPU standard)

- 1. Structure:** course paper usually includes introduction, main body, practical section, conclusion and references.
- 2. Main body:** 2 chapters (divided for paragraphs and items) and practical section. Include theoretical and law information, examples and statistical data.

REQUIREMENTS FOR COURSE PROJECT (TPU standard)

- 3. Titles:** every chapter, practical section, introduction, conclusion and references begin from a new page. Those parts and the paragraphs titled on the separate line.
- 4. Numeration:** each chapter is numbered in Arabic numerals (for example, 1); each paragraph is numbered in the list of the chapter (for example, 1.1). Introduction, conclusion and references are not numerated

REQUIREMENTS FOR COURSE PROJECT (TPU standard)

The course paper should be stitched, have a title page, designed according to the rules, and content page. It is possible to include such sections as Abbreviations, Glossary and Applications.

REQUIREMENTS FOR COURSE PROJECT (TPU standard)

Tables: Each has a number (table 1, 2, etc.), and a title below. It should reflect quantitative indicators having a unit of measurement relating to a certain period of time, territory. All tables should be referenced in the text. When borrowing, the citation is required.

Figures: Each has a number (Fig. 1, 2, etc.), a title placed under the figure.

REQUIREMENTS FOR COURSE PROJECT (TPU standard)

The own results and ideas of the author must be divided from the cited information as in the text so in the tables, figures and data. Every borrowed idea, factual material, quote from speeches, statistics should have links to authors and sources. Two internal citation forms are greeted:

- on the literature indicated in the list, indicating the number on the list and the page in the source;
- page by page, at the bottom of the page.

REQUIREMENTS FOR COURSE PROJECT (TPU standard)

References: The bibliography contains methodological, study, legal books and documents, statistical materials, scientific papers and monographs, articles and other sources. Each source in the list of references should be relevant (at least 70% of the 2016 release year and later)

Each source is described as follows:

REQUIREMENTS FOR COURSE PROJECT (TPU standard)

References for every source include:

- surname and initials of the author;
- title;
- publisher, place of publication and year (for monograph);
- name of the journal, year, number and pages (for the article);
- digest title, publisher, place of publication and year (for digests);
- document number and date of adoption, country and the authority (for laws, and decrees);
- URL and the date of access for the internet documents