

Code: 39. „Business Planning and Control.”

ECTS credits: 7.

Forms of assessments: Exam

Number of hours per week:

2+0+1+1.

Types of assessment: Exam -
test/quiz

Department, providing instruction on the discipline:

Department: *INDUSTRIAL MANAGEMENT*

FACULTY OF MECHANICAL ENGINEERING AND TECHNOLOGIES

Lecturer: assoc.prof.PHD Sv. Lesidrenska

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Annotation: The aim of the course is to acquaint students with the theoretical foundations of the strategic business planning in the company and to create practical skills for the development of a corporate business plan. Subject of the lecture course are - the nature, phases and stages of the company business planning, as well as the types of business plans. The main focus is placed on the start-up business plan - its structure and methodology for development. The strategic part of the business plan and its functional sections - Marketing, Production Process, Human Resource Management, Innovation and Investment, Management and Financial Plan are discussed in detail.

At the Laboratory classes the students acquire practical skills for the development of a start-up business plan, which they realize in course work.

Main issues of the syllabus content:

- Strategic companies planning;
- Purpose and types of business plans
- Methodology for developing an entrepreneurial business plan

Content presentation: lectures, laboratory classes, course work.