

Discipline	BUSINESS PLANNING AND CONTROL code: 42			winter semester
Specialty	Industrial Management			
ECTS credits: 7	Form of assessment: Exam			
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Department	Industrial Management			
Faculty	Faculty of Mechanical Engineering and Technologies			

Learning objectives:

The purpose of the course is to teach the students the theoretical foundations of strategic business planning in the company and to create practical skills for developing a business plan.

The object of the lecture course is the nature, phases and stages of the company business planning, as well as the types of business plans. The focus is on the start-up entrepreneurial business plan, its structure and development methodology. The strategic part of the business plan and the main functional sections: marketing, production, human resource management, management, innovation, investment and finance are examined in detail.

In the laboratory exercises, students acquire practical skills to develop a start-up business plan, which they implement in course work.

CONTENTS:

Training Area	Hours lectures	Hours laboratory classes	Course work
<u>Lectures (Topics):</u> Topic 1. Essence, role and stages of strategic business planning	3		
Topic 2. Purpose and types of business plans.	3		
Topic 3. The essence and tasks of SWOT analysis.	3		

Topic 4. Corporate strategies.	3		
Topic 5. Functional section "Marketing".	3		
Topic 6. Functional section "Production".	3		
Topic 7. Functional section "Human Resource Management".	3		
Topic 8. Functional section "Management".	3		
Topic 9. Functional section "Innovation and Investment".	3		
Topic 10. Functional section "Finance".	3		
<u>Laboratory exercises:</u>		3	
Topic 1. Application of strategic planning tools in company „X“.			
Topic 2. SWOT analysis of company „X“.		3	
Topic 3. Develop strategies for functional sections.		3	
Topic 4. Selection of strategies for functional sections.		3	
Topic 5. Analysis of the strategies applied in company „X“.		3	
<u>Course work:</u>			15
<u>Development of a course work on the basis of a developed methodology on the topic:</u>			
<u>Business plan for start-up and development of company "X"</u>			
TOTAL :	30 h	15 h	15 h