



Co-funded by the
Erasmus+ Programme
of the European Union

COURSE CATALOGUE

Unit course: <i>Business Planning and Assessment</i>			
Speciality: Business and Administration			
Course code: S.02.A.0.07	Number of credits: 7	Semester: The 2nd semester	Length: 15 weeks / one semester
Type of activities: Course: 30 hours Seminar: 30 hours	Number of hours		Number of students:
	Direct Contact 60 hours	Indirect Contact / Individual study 150 hours	
Prerequisites: 1. Management 2. Finance 3. Marketing and Logistics			
Course outcomes: <i>The overall objective of the course:</i> Familiarizing master students with the specifics of the process of planning and managing the economic entities. <i>Specific objectives:</i> <ul style="list-style-type: none"> • <i>At the level of knowledge the master students should:</i> <ul style="list-style-type: none"> - define the subject of study of the planning and evaluation discipline, - identify the specific features of the planning, - to highlight the issue of planning, - analyse the financial relationships of the enterprise. • <i>At application level:</i> <ul style="list-style-type: none"> - establish the place of planning in the economic science system, - explain the phenomena of the financial evaluation process, - determine the principles, mechanisms and tools used in financial planning. • <i>At the integration level:</i> <ul style="list-style-type: none"> - to appreciate the importance of the main approaches to business planning, - to draw up papers, communications, theses, and other scientific research projects, to propose suggestions and solutions regarding the business planning and evaluation mechanism.			
Contents (descriptive): Business Planning: definition, required information and the stages of drawing up; Structure of the business plan; Planning necessity of staff and retribution of work; Planning technical and material procurement; Production planning and production costs; Planning financial resources; Marketing plan; Business evaluation; Risks evaluation.			
Teaching and learning methods: lecture, explication, discussion, the exercise, computer assisted training, simulation exercises, group discussion, case studies, home-work assignments, working in group.			
Assessment methods:			

- | |
|--|
| 1. Current testing
2. Case Study (Business plan development)
3. Final exam |
|--|

Conditions for obtaining credits:
--

- | |
|---|
| 1. Obtaining the minimum note for promotion to the discipline (semester grade);
2. Obtaining the minimum note for promotion at the course exam;
3. Elaboration the individual work product. |
|---|

Course Coordinator: Mironov Svetlana

Course Holder: Mironov Svetlana
--

Language of instruction: Romanian
--

Other Information:

,