

BUSINESS PLANNING

COURSE SYLLABUS ABSTRACT of higher education institution

Speciality 1-28 01 02 Electronic Marketing

	STUDY MODE
	full-time
Year	4
Semester	7
Lectures, hours	14
Laboratory classes, hours	14
Practical classes (seminars), hours	6
Pass/fail exam, semester	7
Contact hours	34
Independent study, hours	6
Total course duration in hours / credit units	40

1. Brief content of the academic discipline: mastering the following knowledge by students: studying by students the theory of business project planning, methods and tools for evaluating their effectiveness, as well as the formation of students' theoretical foundations and practical skills in drawing up business plans

2. Learning outcomes: the learner must know:

- the place of business planning in the organization's planning system;
- essence, purpose, tasks and functions of the business plan;
- procedure and requirements for the development of a business plan;
- composition and content of sections of the business plan;
- techniques and methods for evaluating investment projects, taking into account risk situations and elements of uncertainty;
- features of business planning of the current activities of the organization;

be able to:

- form the idea of a business project, evaluate its prospects and document it;
- develop a business plan for an investment project, network and calendar schedules for its implementation, calculate cash flows for the project;
- choose the most effective investment projects;

possess:

- special terminology for business planning;
- methods for developing business plans;
- methods for analyzing the effectiveness of investment projects.

3. Competences being formed:

For the specialty 1-28 01 02 Electronic Marketing - develop business plans for investment projects to create new technologies (PC-40)

4. Requirements and forms of current and intermediate certification

The module-rating system is used. Intermediate certification: defense of individual tasks. Current certification: fail exam.