

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Business Planning
Name of the subject in English:	Business Planning
Credit value of the subject:	6
The code of the subject in the electronic study system:	MN-BUSPLA-06-KG
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Management
Course type and number of contact hours:	Lecture + Practical, class per week: 2+2, class per semester: 0+0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

By the completion of the subject, students should be able to have a general view about the main factors that influence the profitability and the competitiveness of a certain company or enterprise in different types of markets.

Starting from the broad / expensive affective components (e.g. industry-type factors) and going to the more concrete strategical and then tactical aspects, students have to be able to analyse both an existing, both a planned business concept from the points of view of (a) feasibility; (2) competitiveness; (3) business risks (4) expected revenues and costs.

SUMMARY OF THE CONTENT OF THE SUBJECT

The subject focuses on developing a strong knowledge-base which is needed for students to gain experience in how to analyse a wide range / and types of business concepts within different business environments.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Through the practice lessons, students will always have

- (a) some business problem case analysis task
- (b) opportunity for consulting their business plan (that they do in groups and must start latest on the 5th week)

EVALUATION OF THE SUBJECT:

On the 11th week:

- on week 11 (in the lecture), student-teams have to present their business plans (detailed document must be submitted to teacher min 1 week before)
- on week 11 (in the practice), student-teams have to evaluate their classmates' presentations (short SWOT-analysis)

On the 12th week:

- on week 12 (in the lecture), students (alone) are given a short case study about a concrete business problem and they have to make a short plan how to solve it
- on week 12 (in the practice): TEACHER EVALUATES ALL STUDENTS by:
 - his / her business plan (made in teams) + his / her business presentation (made in teams)
 - their evaluation work (made in teams)

- His / her answer of the task given to the short case study about a concrete business problem (alone)

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Barrow, Colin: *The business plan workbook : a practical guide to new venture creation and development*. Kogan Page, 2015

RECOMMENDED READING LIST:

- Siegel, Eric S.: *Ernst & Young Business plan guide*. John Wiley & Sons Ltd, 1993