

Study program: Finance, accounting and banking			
Course name: Business planning			
Professor: Jovica M. Cvetkovic, M.Sc			
Subject status: elective course			
ECTS: 7			
Requirements: no requirements			
Aim of the course Acquiring theoretical and practical knowledge, skills and competences in the field of strategic, tactical and operational planning and business policy, capacitating students for successful solving of problems in business practice of the company, internal and external market restrictions and future development; understanding of the concept of integral planning in a company.			
Course outcomes Capacitating students to create strategic, tactical and operative plans and implement strategic and ongoing policy in an enterprise, handling of planning and policy making instruments in an enterprise, capacity to identify factors of business operations and current business environment, understanding the basics for developing business plans.			
Content of the course <i>Theoretical lectures</i> Planning – first management phase. Interrelatedness of planning and company’s policies. Elements, principles, instruments and techniques of planning and policy making. Business operations and growth factors. Strategic and tactical approach to planning and material policy. Workforce and equipment. Planning and production policy. Marketing and finance. Planning and investment policy in an enterprise and scientific-research. Control of execution of plans in a company. <i>Practical course work</i> Developing plans of elements and phases of the process of reproduction. Training students to create a business plan. Analysis of application of theoretical solution in everyday operations of a company. Handling techniques of predicting changes in external and internal factors of business operations (long-term and short-term). Handling techniques of financial planning and policy.			
Literature			
<ul style="list-style-type: none"> • Биљана Предић, Стратегијско и тактичко планирање и политика предузећа, СБЕН, Ниш, 2007. • Биљана Предић, Планови предузећа – основ за бизнис план, СБЕН, Ниш, 2007. • Благоје Пауновић, Пословни план: водич за израду, Економски факултет, Београд, 2011. 			
Total number of active teaching classes		Lectures: 30	Practical course work: 45
Teaching methods Lectures, practical course work, term papers, solving practical tasks, mentor work, individual work, application of methods of experiential learning, stimulation of innovation and creativity.			
Evaluation (maximum points 100)			
Pre-exam activities	Points	Final exam	Points
Active participation in lecture classes	5	Written exam	45
Active participation in practical course work	5	Oral exam	/
Colloquium 1	30	
Colloquium 2	/		
Term paper(s)	15		