

<b>Field:</b> IT
<b>Module title:</b> Business Plan (MEI.8)
<b>Preliminary conditions:</b> Introduction to management, Introduction to marketing
<b>Education aims:</b> To discuss the basic functions and meaning of business plan for small and medium enterprise.
<b>Education outcomes:</b> Student has an ability to prepare a business plan for small and medium enterprise. Ability to use UNIDO methodology for financial assessment.
<b>Module type and contents:</b> Meaning and function of business plan. Internal and external function. Types of business plans. Objective scope of business plan. Methods of strategic analysis used for creation of business plans. Financial assessment of enterprises using UNIDO methodology. Indexes of financial effectiveness. Risk assessment.
<b>Educational methods:</b> Multimedia presentations, classes.
<b>Assessment methods:</b> Paper work
<b>ECTS credits:</b> 4
<b>Students workload (hs.):</b> 100
<b>Form Number of hours:</b> 15
<b>Author of a module:</b> Paweł Macuga
<b>Module language:</b> english