

Faculty of Architecture
Department of Arts
Professional area: Visual Arts
Specialty: Fashion Design
Educational and qualification degree: Bachelor

LECTURE COURSE DESCRIPTION

- 1. Course unit title:** Business planning
- 2. Course unit code:** AMG1007
- 3. Type of the course unit:** elective
- 4. Level:** Bachelor
- 5. Year of study when the component is delivered:** third
- 6. Semester:** fifth
- 7. Number of ECTS credits allocated:** 6
- 8. Name of lecturer(s):** Assoc. Prof. Nikola Dimitrov, PhD, Assoc. Prof. Kapka Manasieva, PhD
- 9. Learning outcomes:** The aim of the course is to provide the necessary tools for developing the planning documents needed at a corporate level. The task is not simply to demonstrate the capabilities of the individual areas of company planning, but to create systemic knowledge which could be transformed into practical skills.
- 10. Mode of delivery:** face-to-face
- 11. Prerequisites and co-requisites:** The students are expected to have knowledge of macroeconomics and microeconomics, marketing, accounting. At the same time, mathematical knowledge is required.
- 12. Course content:** In the course of Business Planning the basic methods and tools for planning in business organizations are studied. The course focuses on the interdisciplinary approach and interactive relationships with marketing as a science. The cycle of lectures is divided into two parts: The first part examines the subject of the course, the essence of planning, the advantages and limitations of planning, the principles of planning, programming and budgeting. The second part discusses the types of plans, planning approaches, planning indicators. The main topics included in the lecture content are: Forecasting; Essence and principles of planning; Company Planning; Strategic planning; Marketing Planning; Planning of the production programme; Planning of innovation; Planning of production capacities; Planning of material resources; Human resource planning; Financial Planning; Investment Business Plan.
- 13. Recommended or required reading and other learning resources/tools:**
 1. [unclear], [unclear], 2002.
 2. [unclear], [unclear], 2005.
 3. [unclear], [unclear], 1990.
 4. [unclear], [unclear], 1993.
 5. [unclear], [unclear], 1992.
- 14. Planned learning activities and teaching methods:** Lectures and problem solving in the seminars. Developing a business plan

15. Assessment methods and criteria: Written exam at the end of the semester. An oral exam is also allowed in order to form the final mark.

16. Language of instruction: Bulgarian