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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Business Management** | | |
| Study Module (if applicable) | | | | Marketing | | |
| Course title | | | | Business Planning and Policy | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | Third | | |
| Number of ECTS allocated | | | | 7 | | |
| Name of lecturer/lecturers | | | | Biljana B. Predić  Suzana D. Stefanović  Danijela M. Stošić | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Acquiring theoretical and practical knowledge, abilities and skills in the field of strategic and tactical business planning and policy, as well as enabling students to successfully solve business problems in order not only to ensure survival at the market, but also the future development of the company; considering the concept of integrated business planning; familiarization with the systematic and organized planning activity and with managers at all levels as subjects of this business activity.*  *Enabling students for strategic and tactical planning and conducting the strategic and current business policies, mastering the instruments and techniques of business planning and policy, identifying business determinants, developing business plans.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Planning as the first phase of management, a relation between business planning and policy, elements, principles and techniques of business planning and policy, growth and business determinants, strategic and tactical approach to business planning and policy of materials, labor and capital equipment, production planning and policy, marketing and finance, investment, research and development planning and policy, controlling the implementation of business plans.* | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **20** | | **Written examination** | | |  |
| **Practical teaching** | **10** | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |