

Tárgytematika / Course Description

Business Planning and Controlling

KGNM_NETA025

Tárgyfelelős neve /

Teacher's name: dr. Koppány Krisztián

Félév / Semester: 2018/19/2

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 1/2/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

The aim of the course is to understand how a business organisation's planning and controlling system is built up. During the course the students learn about the analysis methods of the economic environment, get to know the schemes of business planning, including the plans' coherence, will be capable to interpret the business life's economic parameters and indicators, and to recognise their necessity.

TANTÁRGY TARTALMA / DESCRIPTION

Introduction. The business enterprise: past, present, future. The economic environment of the business. Economic forecasts. The business model. Economies of scale. The price-cost-margin-profit structure, break-even analysis. Assessment of an investment. Running a business. Financial plan. Sales (marketing) plan. The efficiency of marketing activities. Feasibility of the business plan. Risks and sustainability.

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Attendance on the course and preparing a case study (including a presentation) is required. For those who refuse the mark based on semester performance, can take an oral exam during the examination period.

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Obligatory materials / required readings: lessons' materials.

Additional / recommended literature: Steven M. Bragg (2004): Controller's Guide of Planning and Controlling Operations, John Wiley & Sons, Hoboken, New Jersey (available of the internet: http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/BUSINESS%20Controller's%20Guide%20to%20Planning%20and%20Controlling%20Operations.pdf)

Richard A. Brealey, Stewart C. Myers, Alan J. Marcus (2004): Fundamentals of corporate finance (available in the University Library (336) (B 88))