



Entitlement

Enterprise Activity modelling, 5 ECTS

Prerequisites

B1 level of English language

Main aim

To develop the practical skills to assess the business environment, to provide economic, labor and financial resources as the need for resources, to calculate and evaluate the result of predicted activity by preparing company's business plans.

Summary

To use applied computer program. To identify general enterprise strategy by admitting the first years of operation, production, personnel management, marketing and financial solutions (there are five game periods - one year of activity). Also to make the decision to purchase information about the company's position in the market. To analyze the reports of received data and external environmental indicators, to measure position of the company at the end of the year. To embrace the next year's decisions by depending on the company's performance and trends of market development.

Learning Outcomes

1.	Will Apply laws governing the company management and control processes, prepare a business plan, department, employee performance plans
2.	Simulate insurance company, using computer programs: DIS Sales, Stekas Plus, Stekas Salary
3.	Will sale and manage products/services in the international European-Pen and Simulith network.
4.	Follow business ethics standards, form the company's micro-climate is determined by the company's values.
5.	Will publish information about the company in the international network European-Pen and Simulith network.
6.	Will analyse the company's historical financial data, management reports to identify resource management strategy. Will compile internal documents that regulate company's activities.
7.	Will assess on operational risks, calculate performance indicators. Apply the legislation governing the company's activities.
8.	Applied laws governing the investment process. Assess, analyze the formation of the investment portfolio results will determine the investment strategy. Assess, analyze sales activities of financial indicators, identify sales strategy.
9.	Planning of research trends, create questionnaires questionnaires, process the results. Assess, analyze customer complaints handling process, will decide independently communicating with customers.

Syllabus

1.	Structure, subordination, functions and responsibilities of the company
2.	Business plan of the company
3.	Product Management.
4.	Company customer search and service.
5.	Investment portfolio formation
6.	Company accounting and accountability
7.	Internal control of the company

Evaluation procedure of knowledge and abilities

$FE = 0,5 \cdot X1 + 0,5 \cdot X2$, as

FE – final evaluation;

X1 – control work;

X2 – Exam