

Óbuda University Keleti Faculty of Business and Management										
GSVTQ1KTNC		Organization of Enterprises								
Department:	Institute of Management and Organisation 1084 Budapest, Tavaszmező u. 17.						ECTS:	3		
Training:	Full-time		Language		English		Semester:	2019/20/1		
Training programme:										
Responsible professor for course:	Katona Ferenc		Professor:		Katona Ferenc					
Preliminaries:	-									
Number of classes (week/semester)	Weekly	Lecture:	2	Practice:	1	Laboratory:	0	Consultation:	0	
Obtaining the grade:	Exam									
Requirements for signature:										
Grade is made up of:	Business Plan of a given Company (and presentation) (15-30 pages): 50 %; Test 50 % (or Exam)									
Goal of the subject:	<p>During the training, students get acquainted with the main issues of starting a business, its steps and pitfalls. In addition to businesses, they get to know the main elements of the business environment - including the regulatory environment - their operation and interaction with business companies. The issue of financing businesses and the possibilities to raise funds play an important role. In addition, a detailed overview of the opportunities offered by certain corporate forms is provided.</p> <p>In the practice of the subject, students learn the practical steps of business planning and preparing the business plan for their future business venture.</p>									
Requirements during the semester:	9th week: Deadline for Business Plan 10th week: Test 9-13th week: Presentations									
Week	Topics (lecture)									
1.	Requirements of the course; Basics of the Organization of Enterprises									
2.	Establishing a new Enterprise; Business Forms									
3.	Business Planning									
4.	Analysing Technics									
5.	Value Chain Analysis									
6.	Marketing Plan									
7.	Financial Plan									
8.	Value Analysis									
9.	Presentation of Business Plan									
10.	Test									
11.	Presentation of Business Plan									
12.	Presentation of Business Plan									
13.	Presentation of Business Plan									
14.	Repeat Test									
Week	Topics (practice)									
1.	Requirements of the course; Basics of the Organization of Enterprises									
2.	Establishing a new Enterprise; Business Forms									
3.	Business Planning									
4.	Analyzing Technics									
5.	Value Chain Analysis									
6.	Marketing Plan									
7.	Financial Plan									
8.	Value Analysis									
9.	Presentation of Business Plan									
10.	Test									
11.	Presentation of Business Plan									
12.	Presentation of Business Plan									
13.	Presentation of Business Plan									
14.	Repeat Test									

