**Course Syllabus**

Academic year: 2020-2021

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| Institution | University of Petroşani |
| Faculty | Sciences |
| Field of study | MANAGEMENT |
| Level | Bachelor studies |
| Program of study | **MANAGEMENT** |

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| Course | Business Project Management |
| Code | C.A.2.1.15 |
| Year of study (semester) | II (III) |
| Number of hours | 42 |
| Number of credits | 4 |
| Professor | Assoc. Prof., Ph.D. GHICAJANU Mihaela |

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| **No.** | **Topic** |
|  | Fundamentals of business project management (Business concept; Project concept; Business planning, Typology of business projects; Business communication: marketing communication, corporation ID communication; business ethics) |
|  | Elaboration of the business project. (business plan) (Structure and content of the business plan; Resource planning: material, human, financial; Business management; How to finance a business Marketing plan; Product plan; Pricing plan; Distribution plan; Promotion plan sales plan) |
|  | Project implementation and monitoring of results as it is achieved (Project duration; Implementation risk assessment, Project investment; procurement management necessary for successful project implementation, Problems encountered in project implementation; Methods for monitoring compliance with pre-established costs; time and achievement of planned performance) |
|  | Methods and techniques of control - evaluation of the results of the implementation of a business project (completion of the project and continuation of the business) |