

KQ03104: PLANNING IN BUSSINESS ORGANIZATION

1. General information

- Term: 2
- Credits: **Total credits 2 (Lecture: 2 – Practice: 0)**
- **Self-study: 6 credits**
- Credit hours for teaching and learning activities: 30 hrs
- Self-study: 75 hrs.
- Department conducting the course:
 - Department: Marketing Department
 - Faculty: Accounting and Business Management
- Kind of the course:

Foundation <input type="checkbox"/>		Fundamental <input type="checkbox"/>		Option 1 <input type="checkbox"/>		Option 2 <input type="checkbox"/>	
Compulsory	Elective	Compulsory	Elective	Compulsory	Elective	Compulsory	Elective
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Prerequisite course(s): None

2. Course objectives and expected learning outcomes

* *Course objectives:*

- Knowledge:
- Skills:
- Attitude:

* *Course expected learning outcomes*

Notation	Course expected learning outcomes After successfully completing this course, students are able to	PLO performance criteria
Knowledge		
CLO1	Collecting information inside and outside for business planning	2.1
CLO2	Identify, gather, and calculate items of plan for each type of plan in the business organization	2.1
CLO3	Building a business plan based on collected information inside and outside the business	2.1
Skills		
CLO4	Exchanging knowledge and experiences with each team members that benefits to both sides in the process of teamwork	4.3
CLO5	Fluentl calculation of the planned items	6.1
CLO6	Strengthen problem-finding and problem-solving skills in business planning	8.2
Attitude		
CELO7	Setting up short-term and long-term goals for career development	10.1

3. Course description

Brief description of the course: This course consists of the original nature, Principles and Process of Planning in Business Organization including Marketing plan; Production plan; Science and technology Plan; Human resource plans; Material supply plan; Financial planning.

4. Teaching and learning & assessment methods

CLOs	CLO1	CLO2	CLO3	CLO4	CLO5	CLO6	CLO7
Teaching and learning							
Lecturing	x	x	x	x	x	x	x
Discussion group	x	x	x	x	x	x	x
E-learning	x	x	x	x	x	x	x
Assessment							
Rubric 1. Attendance (10%)	x	x	x	x	x	x	x
Rubric 2. Discussion group (10 %)			x	x			x
Excercises (10%)		x	x		x		x
Rubric 3. Mid-term exam (20%)	x	x			x	x	
Rubric 4 Final exam (50%)	x	x			x	x	

5. Student tasks

- Attendance: All students attend at least 75% of lecture hours
- Preparation for the lecture: All students read the relevant book chapter handouts and readings before and during the class
- Assignment: All students must work in group of 4 or 5 students and present in front of class -
- Mid-term exam: All students must take the test following the class' schedule.
- Final exam: All students take must take the test following the university' schedule.

6. Text books and references

* *Text Books/Lecture Notes:*

Chu Thi Kim Loan (2010). Lecture note: Business planning in a organization. Social and Labor Publication

* *Additional references:*

+ Robert Kepczynski, Alecsandra Dimofte, Raghav Jandhyala, Ganesh Manikandan Sankaran (2018) Implementing Integrated Business PlanningA Guide Exemplified With Process Context and SAP IBP Use Cases, Springer

+ [AJW Books](#), (2019) [Goal Setting Planner for EntrepreneursBusiness Goal Planning for Entrepreneurs](#), Independently published

+ Edward Blackwell (2009). Lập Kế hoạch Kinh doanh. NXB ĐH Kinh tế Quốc dân

+ Mike McKeever (2009). Lập kế hoạch kinh doanh từ A đến Z. NXB Tổng hợp TPHCM

+ Võ Thị Quý (2011). Giáo trình “lập Kế hoạch kinh doanh”. NXB Thống kê.

7. Course outline

Week	Content	Course expected learning outcomes
1	Chapter 1: Overview of business planning in a organization <i>A/ Main contents: (6 hours)</i> Theory: (3 hours) 1.1. Concept and content of planning work 1.2. Roles of planning work 1.3. Functions and principles of planning 1.4. Planning system in the Business Organization 1.5. Business Planning process Discussion (2 hours) Gather information and set goals of business plan	CLO 1
	<i>B/ Self-study contents: (18 hours)</i> Collecting information for business planning	
2-3	Chapter 2: Marketing planning <i>A/ Main contents: (6 hours)</i> Theory: (4 hours) 2.1 Overview of the Marketing plan 2.2 Forecast of product demand and consumption 2.3 Annual marketing plan 2.4 Marketing budget planning Discussion: (2 hours) <i>Items of marketing plan</i>	
	<i>B/ Self-learning contents: (18 hours)</i> Do an exercise in forecasting demand and product consumption Do exercises of calculating marketing plan Items	
4-5	Chapter 3: Production Plan <i>A/ Main contents: (6 hours)</i> Theory: 4 hours 3.1. Role, items and content of the product production plan 3.2. Basis of product production planning 3.3. Production capacity 3.4. Production works for a factory 3.5. Production works in a quarter and month Discussion: (2 hours) Calculate the production capacity	CELO1, 2,3,4,5
	<i>B/ Self-learning contents: 18 hours)</i> Do exercises of production capacity Do exercises of establishment a production plan	
6-7	Chapter 4: Human resource plan <i>A/ Main contents: (6 hours)</i> Theory: (4 hours) 4.1. Roles of the wage and labor plan 4.2. Contents of the work of wage and labor planning 4.3. Estimate time using of labor for workers 4.4. Planning the number of employees 4.5. Determining salary and wage for unit	CELO1, 2,3,4,5

	4.6. Determining the plan year salary Dicucssion: (2 hour) Discuss the norm of labor productivity Calculate the norm of labor	
	B/ Self-learning contents: (18 hours) Do excersices of time using of labor for workers, salary and wage for unit, the plan year salary	
8-9	Chapter 5:	CELO1, 2,3,4,5
	A/ Main contents: (6 hours) Theory: (4 hours) 5.1 Roles, tasks and content of the raw material and input supply plan 5.2 Determining the consumption of materials for 1 unit of product 5.3 Determining the volume of raw materials and input needed in the planed year 5.4 Determining raw material and input for stocking 5.5 Make a chart of material supply progress. 5.6 Optimal planning for material and goods storage Discussion (2 hours) How to store the raw material and input for minimum the cost of storing	
	B/ Self-learning contents: (18 hours) Calculate some items of raw material and input for plan	