

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF MANAGEMENT AND ADMINISTRATION**

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Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

**ACCEPTED BY:**

**Dean:**

(Prof. St Marinov, PhD)

## SYLLABUS

**SUBJECT: “PLANNING AND FORECASTING”;**

**DEGREE PROGRAMME: “International Business”, “Business and management”,  
“Accounting”;** BACHELOR’S DEGREE

**YEAR OF STUDY: 2; SEMESTER: 4;**

**TOTAL STUDENT WORKLOAD: 180 hours; incl. curricular 60 hours**

**CREDITS: 6**

### DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	<b>WORKLOAD, hours</b>	<b>TEACHING HOURS PER WEEK</b>
CURRICULAR: incl. <ul style="list-style-type: none"><li>• LECTURES</li><li>• SEMINARS (lab. exercises)</li></ul>	30 30	2 2
EXTRACURRICULAR	120	-

Prepared by:

1. ....  
(Assoc. Prof. D. Dobrev, PhD)

2. ....  
(Chief Assist. Prof. V. Maximova, PhD)

Head of department:.....  
of Management and Administration  
(Assoc. Prof. D. Dobrev, PhD)

## I. ANNOTATION

The Planning and Forecasting course is an elective course aimed at students from all programmes in bachelor degree. The aim of the course is to give students a synthesized knowledge of the tools, methods and possibilities for the prediction and planning of economical processes and development factors.

The course is structured in a way that allows the study of the specifics of methodical and organisational elements of forecasting and planning. It aims to teach practical skills necessary for the composition of various types of plans and programs. The emphasis is on the investment, product, finance and resource aspects of a company's development. Students work on practically oriented cases in business planning and active organisation cases. The interdisciplinary quality of the course presupposes building up on previous knowledge as a result of what has been taught in the past semesters.

## II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>Topic 1. Planning in the development of economic studies</b>		<b>2</b>	<b>2</b>	
1.1.	Definition of forecasting and planning			
1.2.	The subject, methods and tasks of planning. Advantages and limitations			
<b>Topic 2. Economical forecasting</b>		4	6	
2.1.	Nature. Fields and types of forecasting			
2.2.	Methodology of economical forecasting. Information and sources of information.			
2.3.	Methods of economical forecasting. Forecasting models.			
<b>Topic 3. Economical planning</b>		2	0	
3.1.	Approaches and levels of economical planning			
3.2.	Models of economical planning			
3.3.	Planning indicators			
<b>Topic 4. Organisation of planning</b>		2	0	
4.1.	Planning structures. Technology. Subordination			
4.2.	Planning, forecasting, market			
<b>Topic 5. Strategic planning. Marketing planning</b>		3	2	
5.1.	Nature. Evolution and tasks of strategic planning. Elements			
5.2.	Strategies. The strategic plan – contents			
5.3.	The marketing plan			
<b>Topic 6. Business planning</b>		3	6	
6.1.	Business planning in the conditions of modern business. Definition and purpose			
6.2.	Types of business plans. Specifics in the content of different business plans			
6.3.	The business plan development process.			
<b>Topic 7. Goal setting and diagnostics in business planning</b>		3	2	
7.1.	Goal setting. Types of goals.			
7.2.	External environment diagnostics. Methods.			
<b>Topic 8. Investments and innovations in business planning</b>		2	2	
8.1.	Investment and innovation planning. Methods. Indicators for measuring cost effectiveness and F			
8.2.	Development of projects and programs for innovation			
<b>Topic 9. Production planning. Material resource planning</b>		4	3	
9.1.	Production programs and capacities			
9.2.	Production costs planning			

9.3.	Raw material and supply necessity planning			
9.4.	Delivery planning			
<b>Topic 10. Human resource planning</b>		2	2	
10.1.	Productivity and workforce demand planning			
10.2.	Compensation planning			
<b>Topic 11. Financial planning and control</b>		3	3	
11.1.	Defining financing needs, amount and sources			
11.2.	Planning of accumulated funds and liabilities			
11.3.	Control. Types. Following management influences			
<b>Topic 12. Environment and adaptive business planning</b>		2	2	
12.1.	Anti- crisis planning. Stabilization programs and plans			
12.2.	Situational planning. Methods. Expected results			
		<b>Total:</b>	<b>30</b>	<b>30</b>

### III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
<b>1.</b>	<b>Midterm control</b>		
1.1.	Open-ended question	1	20
1.2.	Literature overview	1	10
1.3.	Homework written assignment	1	60
<b>Total midterm control:</b>		<b>3</b>	<b>90</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination(test)	1	30
<b>Total final term control:</b>		<b>4</b>	<b>120</b>
<b>Total for all types of control:</b>			

### IV. LITERATURE

#### **REQUIRED (BASIC) LITERATURE:**

1. Dobrev, D. et al. Planning and forecasting, Varna, 2015
2. Dobrev, D. et al. Planning and forecasting (aux.) Varna, 2009

#### **RECOMMENDED(ADDITIONAL)LITERATURE:**

1. Gerov, A. Firm planning, S. 2005
2. Damianov, A. Planning and forecasting, Svishtov 2002
3. Naidenov, N. Forecasting and planning. S. 2002