



Fundamentals of business (CB-001)

(ETTEVÕTLUSE ALUSED)

SUBJECT DESCRIPTION

Credits (ECTS)	3.00 ECTS
Assessment	grading
Aim of the subject and short description	
Business idea. Business functions. Business forms. Business environment analysis. Personnel management. Company's organizational structure. Marketing objectives, principles, marketing mix. Suppliers, production planning, stocks, service sphere. Financial analysis of the company set. Business plan development, presentation and defence.	
Learning outcomes:	
Student: <ol style="list-style-type: none">1. Assesses one's own and international business environment phenomenon2. Understands key business analysis concepts, use business analysis tools	

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