

## Business Planning, Investment, Financing

In this module the students will learn how to execute an entire process of a new venture from an idea to a completed business enterprise. This module provides some details on selecting of a product or service, selecting target market and how to penetrate it, risks and returns of investment and financing of a new business. The main topics that will be discussed are: Business Planning; Selection of a product or a service; Writing a business plan; Management, Marketing, Operations and financial planning; Investment and Financing, Methods of Project Evaluation (NPV, IRR) etc.

### Module code

FINC 253

### Semester

2<sup>nd</sup> Semester

### Credits

5 ECTS

### Language

English / Shqip

### Duration

55 Hours / 3 Weeks

### Study Program

For BA Study Programs –  
Tourism and Hospitality Management,  
Management of Small and Medium Enterprises

### Module Lecturers

- Enida Istrefi
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