

<b>Title of the course:</b> <b>Proposal Writing in Theory and Practice</b>	<b>NEPTUN-code:</b> RKWPA1EBNE	<b>Weekly classes:</b> <i>lecture+practical work+lab work</i> 1+1+0	<b>Credit:</b> 4 <b>Exam type:</b> tm
<b>Course leader:</b> Ágnes Bálint Mészárosné Dr.	<b>Position:</b> associate professor	<b>Required preliminary knowledge (with Neptun code):</b>	
<b>Curriculum:</b>			
<p>This course gives students the proven techniques and skills for writing proposals in order to get the best results. The course contains a practical guide how to apply and write tenders in any field of business, in order to develop resources. This is a practical, step by step workshop where tenders from both public and private sector will be assessed and participants will have the opportunity to draft tender applications in class and have them assessed by the facilitator. Discussions will also take place with regard to current developments in this field.</p> <p>The ability to write winner tenders and proposals combines strategic thinking with tactical decision making and the ability to write clear, concise and compelling documents. This practical workshop will use students' own documents and examples to improve skills, clarify students' thinking and give them increased ability to write winner tenders and proposals.</p> <p>The topics will be covered are the following:</p> <ul style="list-style-type: none"> <li>– establishing strategy: how to decide whether to apply for a tender or proposal</li> <li>– the differences between tenders, proposals and expressions of interest</li> <li>– getting yourself into a better position to win tenders</li> <li>– reading the tender and understanding the requirements of the assessment panels</li> <li>– using templates – and moving beyond them</li> <li>– techniques for making your writing clear and compelling</li> <li>– using visual material to make an impact</li> <li>– positioning your company and offerings for maximum impact</li> <li>– negotiating the parameters of the project</li> <li>– balancing certainty and flexibility</li> <li>– designing timelines and milestones.</li> </ul> <p>During the semester, all students should choose a tender or proposal, presenting its topic and writing an application for that.</p>			
<b>Professional competencies:</b>			
<p>Able to solve tasks of water, soil, air, radiation, and noise protection, as well as of waste treatment and processing at proposal level; to participate in preparing decisions; to perform authority audits; and to take part in the operation of these technologies.</p> <p>Able to participate in project and proposal implementation and audit tasks based on their knowledge.</p> <p>Collaboration with civil organizations engaged in environment protection, but willing to argue in order to develop optimal solutions.</p> <p>Open to professional cooperation with specialists related to their profession but involved in other areas.</p> <p>Cooperation with qualified experts from other special areas (primarily economic and legal) in the course of completing professional tasks.</p>			

***Literature:***

Sandra Michie: Successful Tender Writing, ISBN: 9780864607447 Publisher: Thomson Reuters

Kristine Daw: Your Tender Response - Book 2 (Writing to Win 1) Kindle Edition  
Collette Beck (Editor)