



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Business Plan and Project Management

2021-2-F6302N043

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#### Learning objectives

The course aims to offer students the typical knowledge to be able to deal, on a daily base, with the conception, construction and management of projects within existing companies or to create new companies.

In particular, the course aims to provide students with the theoretical and methodological tools for:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

#### Contents

The course is structured in two parts: the first in which the theme of the Business Plan is dealt with and the second

in which it is the subject of Project Management, combining economic, social and legal concepts learned during the course of study.

The topics on which the course focuses are:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

The course is able to provide students with theoretical and practical analytical tools, in order to understand how companies operate and plan for economic, competitive and social success. Definition of what a project is and what its typical and peculiar characteristics are;

Application of tools and techniques to set up, manage, monitor and conclude a project (from the project idea to the project)

Define the correct reading key that allows you to identify the strengths, innovativeness and criticality of a project.

## Detailed program

Part of Business Plan

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

10. \_\_

11. \_\_\_\_

12. \_

Part of Project Management:

1. \_\_\_\_

2. \_\_\_\_

3. \_\_

4. \_\_

5. \_\_\_\_

6. \_\_\_\_

7. \_\_\_\_

8. \_\_

9. \_\_\_\_

10. \_\_\_\_

11. \_\_\_\_

12. \_\_\_\_

13. \_\_\_\_

14. \_\_\_\_

15. \_\_\_\_\_

16. \_\_

17. \_\_\_\_\_

18. \_\_\_\_

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**Prerequisites**

Basic knowledge of business administration concepts.

## **Teaching methods**

Faceto face lesson - Group and individual exercises - Case analysis - Company testimonials.

## **Assessment methods**

Attending students: the exam includes both the possibility of two partial tests at the end of each module, and a single test after the end of the entire course on both modules. Both types of exams will be written and composed of a part with multiple choice questions and a part with open questions. Classroom activities during the part of the Business Plan and Project Management with a weight of 40% on the final evaluation will also contribute to the final evaluation.

Not attending: the exam includes a single test consisting of a part with multiple choice questions and a part with open questions concerning both the part of the Business Plan and Project Management.

## **Textbooks and Reading Materials**

Materiale didattico pubblicato sulla piattaforma eLearning Unimib.

*Per la parte BP:*

“DISCIPLINED ENTREPRENEURSHIP – 24 steps to a successful start-up”, Bill Aulet (M. Trust Center for MIT Entrepreneurship), Wiley

*Per la parte di PM:*

«GUIDA ALLE CONOSCENZE DI GESTIONE PROGETTI», a cura di Enrico Mastrofini, FRANCO ANGELI (2020)

«IDEA JOURNEY MAP», Beltrami Giorgio, FRANCO ANGELI (2018)

## **Semester**

First Semester

## **Teaching language**

Italian

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