UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 3 - Business plan

2122-3-E1601N082

Learning objectives

The Business Plan Lab aims to provide students with the theoretical and methodological tools to:
i) define the objectives of the Business Plan;
ii) understand and analyse the contents of the Business Plan;
iii) learning how to unify the theories studied in the economic, competitive and social areas;
iv) understand the complexities of organisation and the economic environment through business cases;
v) develop analytical skills for firms and the economic sector, in order to improve business performance, create reliable forecasts and start a new business (start-up).

Contents

The workshop is about Business Plan, combining economic, social and legal theories learned during your studies.
The key questions the lab focuses on are:
1. What is a Business Plan?
2. Who needs a Business Plan?
3. How do companies actually use a business plan?
4. How is a Business Plan structured?
5. What is the correlation between economic, competitive and social theories? And how to put them into practice?
The laboratory is able to provide students with theoretical and practical analytical tools in order to understand how companies plan for economic, competitive and social success.

Detailed program

The Lab is divided into two parts.

The first part is dedicated to the fundamentals of Business Plan, in order to understand the objectives, structure and skills necessary for it. Methodologies and techniques are introduced for the analysis of a business idea through the Business Plan tool.

The second part focuses on Business cases of companies that have based their choices on the Business Plan. In addition, there is a group work where students will have the opportunity to put into practice what they have learned and analyse a real competitive environment.

Prerequisites

- Enrolment on a third year degree program
- Maths and Statistic exams passed
- 90 CFU already obtained
- It is mandatory in order to get the CFUs, that this Lab. is formally included in the *study plan*.

Teaching methods

Lectures and business cases.

Assessment methods

Active participation during the lessons and the working groups.

Textbooks and Reading Materials