UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Plan and Project Management

2122-2-F6302N043

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. define the objectives of the Business Plan;
2. understand and analyze the contents of the Business Plan;
3. learning to have a unified vision of the theories learned in the economic, competitive and social fields;
4. understand through business cases the organizational and economic environment complexities;
5. develop analytical skills for the company and the economic sector in order to improve company performance, create reliable forecasts, identify strategic and sustainable innovation initiatives and / or start a new business (start-up);
6. harmonize resources and times and,
7. find sustainable and practicable solutions to the critical issues that emerge during the life cycle of a project
8. providing the basic knowledge to create a mature culture of effective project management characterized by context, technical-methodological and managerial knowledge.

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:

- What is a Business Plan?
- Who needs a Business Plan and in which cases should it be developed?
- How do companies actually use a Business Plan?
- How is a Business Plan structured and with which methodological steps to develop it?
- Definition of a project: when is an activity a project?
- The method, from the project idea to the project - Tools, techniques, resources and solutions. Specifically, the PM part will provide:
    - Context knowledge: basic project knowledge and project management
    - Technical-methodological knowledge: tools and methodologies for the effective management of a project (e.g. stakeholder map, RACI matrix, Earned Value method, identification and risk management ...)
    - Behavioral knowledge: elements of soft skills a project manager must possess for effective project management;

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. Definition and purpose of the Business Plan (BP)
2. Situations in which BP develops and uses
3. Structure of the BP
4. The Innovation Driven Enterprise (Incumbent, New Entrants, Start-ups)
5. The Open Innovation approach

6. The strategic and operational process for sustainable innovation
7. The operational methodology for developing a BP
8. The skills needed to develop a BP
9. Criteria and indicators of evaluation of a BP
10. BP monitoring tools
11. Business cases and testimonials
12. Project Work

Part of Project Management:

1. Definition of Project and PM
2. Project Management processes
3. Project life cycle
4. Project success criteria
5. Project strategies, requirements and objectives
6. Project development and evaluation
7. Project organizational structures
8. Risk management
9. Management of deliverables
10. Project resource management
11. Project time, cost and quality management
12. Health, safety and environment
13. Administrative management and legal aspects
14. Communication management
15. Leadership / Negotiation / Problem solving / Team building / Team working
16. Agile and Lean approach
17. Maturity models in project management: the Prado model
18. Individual and / or group exercises

The program is developed in accordance with the contents useful for achieving the PM BASE ISIPM (Italian Institute of Project Management) certification. Certification which can be accessed on a voluntary basis thanks to the active agreement between Mages and ISIPM.

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