UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Plan and Innovation

2122-2-F7701M122

Learning objectives

During the course, the student will have the opportunity to learn the procedure for drawing up a business plan for an innovative company. The course will consist of a theoretical part, where the methods of drafting a business plan will be presented and a part of the exercise, where the drafting techniques of the business plan will be used and applied to an innovative start-up. It will also be analyzed and implemented the new approach method called "lean start-up".

In addition to budget analysis, the course will also include the application of notions of statistics and corporate finance that will be resumed during the lessons. With reference to statistics, processes will be used that require knowledge of variance analysis, correlation and regression. As regards corporate finance, knowledge of the CAPM (Capital Asset Pricing Model) will be required.

Contents

Reference market analysis

Product evaluation

Strategies

Management policies

SWOT analysis

Economic and Financial Plan

Lean start-up

Detailed program

Reference market analysis

Market evaluation, with reference to the competitors and to the alternative products.

Evaluation of the value of the market.

Analysis of supply and demand.

Product evaluation

Analysis of the product compared to what is proposed by competitors

Strategies

Definition of alternative choices

Quantification of objectives

Management policies

Organization, marketing and production policies

SWOT Analysis

SWOT analysis is a strategic planning tool used to assess the strengths, weaknesses, opportunities and threats of a project or business or any other situation in which an organization or individual needs to carry out a decision to achieve a goal.

Financial plan

The financial plan should explain to the investors the financial situation of the enterprise and which capital requirement develops thereby.

Lean start-up method

Prerequisites

In addition to the knowledge of English, participants are required to have a good knowledge of balance sheet analysis, statistics and corporate finance.

Teaching methods

Classroom lessons with specific exercises

Assessment methods

Written and oral exam

Textbooks and Reading Materials

On Business Model Innovation - Harvard Business Review - HBR's 10 must read

The lean startup - Eric Ries - Penguin Business
Corporate Finance - David Hillier - Mc Graw Hill Education
Il business innovation plan dalla start up all'impresa di successo - Tommaso D' Onofrio - Guerini Next

Semester

Second semester

Teaching language

The course will be held in English language.