



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Business Plan and Innovation

2122-2-F7701M122

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#### 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.

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