UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

# COURSE SYLLABUS

## Business Planning

**2526-1-F7603Q020-F7603Q02002**

### Aims

The laboratory module instructs regarding the purpose and structure of a business plan, conducting feasibility analysis, and evaluating industry and market conditions. Attention is given to teaching students how to prepare and present a real business plan. To this purpose, the course covers financial projections, providing tools for evaluating profitability of strategic options and attracting investors.

Knowledge and understanding

At the end of the module the student will have a fundamental understanding of:

• importance of competitive business idea;
• strategy development;
• market analysis;
• management and operation aspects;
• developing business plans.

Applying knowledge and understanding

At the end of the module the student will be able to:

• develop a business idea;
• conduct market analyses;
• design competitive strategies;
• develop a business plan;
• present a business idea in the form of a pitch presentation (together with the Entrepreneurship module).

Making judgements

At the end of the module the student will be able to:

• apply the acquired knowledge in various business contexts;
• transfer concepts and approaches introduced in the module to many fields;
• master the language and concepts discussed in the module.

Communication skills

At the end of the module the student should be able to

• analyse problems in the areas covered by the module in a clear and concise way;
• explain with an appropriate language the objectives, procedures and results of the elaborations carried out.

## Contents

The module is taught by Stefano Calciolari and Massimo Ruberti and it's the first part of the course Laboratory of Entrepreneurship and Business Planning.
The module provides strategic, technical and financial foundations necessary for developing the basic elements of a successful business plan. Topics covered include business idea development, market analysis and financial analysis. Together with the Entrepreneurship module, it provides an opportunity for honing public speaking skills and experiencing a (simulated) BP presentation context.

## Detailed program

Business planning
• the what and why of a business plan;
• developing the business idea;
• feasibility assessment;
• business plan preparation;
• competitive analysis (industry and market analysis);
• recipe for a successful business (marketing plan, management plan, operations plan);
• financial analysis;
• business plan presentation

## Prerequisites

• Basic knowledge of financial accounting.
• Basic notions of mathematics.

## Teaching form

The module is structured as a laboratory, including both formal lectures as well as practice sessions (in-class activities). Formal lectures are meant to provide the theoretical foundations, the main concepts and techniques. Practice sessions are meant as applications of theory sessions aimed to highlight the implications of theoretical concepts in cases or exemplified situations.

Attendance to lectures and engagement in class activities are mandatory during the 30-hour module

## Textbook and teaching resource

• Barringer, Bruce. Preparing Effective Business Plans: An Entrepreneurial Approach, Global Edition. Pearson Education Limited, 2015. ISBN-10: 1292059338, ISBN-13: 978-1292059334.
• Slides and notes.

## Semester

II semester (March)

## Assessment method

Assessment is conducted jointly with the Business Planning module and comprises three parts:

1. Group Business Plan and Pitch (60%): Teams develop a complete business plan integrating insights from both modules. Each team presents and pitches its business idea.
2. Individual Oral Exam (40%): Individual assessment of theoretical understanding and ability to discuss entrepreneurial concepts.

## Office hours

Always, after scheduling an appointment *via* e-mail.

## Sustainable Development Goals

QUALITY EDUCATION | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION