UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

# SYLLABUS DEL CORSO

## Laboratorio 3 - Business plan

**2627-3-E1601N082**

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### Learning objectives

**Knowledge and Understanding**

- Provide students with the theoretical foundations necessary for drafting a business plan, including economic analysis, business strategy, and financial planning.
- Illustrate the main fundraising methodologies and investment logics, both for start-ups and for established companies.

**Applying Knowledge and Understanding**

- Apply models and tools for market analysis, competitive positioning, and the assessment of the economic and financial feasibility of an entrepreneurial idea.
- Develop and present a complete business plan, also through direct engagement with top managers, entrepreneurs, and founders.

**Making Judgements**

- Develop the ability to critically assess the strategic and financial sustainability of a business project through independent interpretation of data and scenarios.
- Foster the attitude to make conscious and responsible decisions, even under conditions of uncertainty, typical of entrepreneurial contexts.

**Communication Skills**

- Strengthen oral and written communication skills for presenting a business project to expert stakeholders, potential investors, or other audiences (e.g., pitch).
- Encourage the development of interpersonal skills through collaborative activities and structured feedback from guest managers and entrepreneurs.

**Learning Skills**

- Stimulate students’ capacity for autonomous and continuous learning through the analysis of real cases, business testimonials, and best practices in entrepreneurship.
- Encourage critical reflection on practical experiences, in order to internalize tools and approaches that are transferable to other professional and entrepreneurial settings.

## 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 Workshop 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

Lectures and business cases.

## Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION