

Course unit title:	Entrepreneurship and effective business plan writing		
Course unit code:	ABSO309		
Type of course unit:	Elective		
Level of course unit:	Bachelor (1st Cycle)		
Year of study:	4		
Semester when the unit is delivered:	5 th to 8 th semester		
Number of ECTS credits allocated :	6		
Name of lecturer(s):	Dr. Nina Gorovaia		
Learning outcomes of the course unit:	<ul style="list-style-type: none"> • To identify various sources of ideas for new business ventures • To discuss methods available for generating new venture ideas • To understand the scope and the value of the business plan to investors, lenders, employees, suppliers and customers • To understand the relevance of industry and competitive analysis to the market planning process • To be able to prepare a marketing plan for a new business venture • To be able to prepare organizational plan for a new business venture • To understand the importance of management team in launching a new venture • To understand the role of budgets in preparing pro forma statements • To understand why positive profits can result in negative cash flow • Learn how to prepare monthly pro forma cash flow, income, balance sheet and break-even analysis 		
Mode of delivery:	Face-to-face		
Prerequisites:	ABSO103, ABSO104	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<ol style="list-style-type: none"> 1. Opportunity recognition for a new business venture 2. Reasons for writing a business plan 3. Feasibility analysis for a new business idea 4. Industry analysis 5. Market analysis 6. Developing the right marketing mix and marketing plan 7. Management team and structure 8. Operations plan and product (service) development plan 9. Managing start-up, fixed and variable cost, pro-forma financial statements, break-even analysis, cash flow analysis. 10. Presenting the business plan with confidence 		
Recommended and/or required reading:			
Textbooks:	Barringer B. (2009) Preparing effective business plans. An entrepreneurial approach, Pearson		
References:	Mariotti S., Glackin C. (2013) Entrepreneurship. Starting and operating a small business. Pearson.		
Planned learning activities and teaching methods:	In this course the students will develop their own business ideas for start-up companies. They will work in groups during the semester to do a feasibility analysis of their idea, write a feasibility report and prepare a complete business plan. The instructor supports the groups by mentoring, lecturing, and guiding them in their		

	research. At the end of the course the groups present their business plans in front of a jury and incorporate the feedback in the final version of their business plan.
Assessment methods and criteria:	<ul style="list-style-type: none">• Feasibility analysis (report) 20%• Presentation of a business plan 20%• Written business plan 60%
Language of instruction:	English
Work placement(s):	No