

### ABS0309 – Effective Business Plan Writing

Course Title	Effective business plan writing			
Course Code	ABS0 309			
Course Type	Elective			
Level	BA (Level 1)			
Year / Semester	4 <sup>th</sup>			
Teacher's Name	Nina Gorovaia-Zeniou			
ECTS	6	Lectures / week	3	Laboratories/week
Course Purpose	<p>The purpose of the course is to open your mind to the possibilities, the challenges, and the rewards of owning your own business and to provide the tools you will need to be successful if you choose the path of the entrepreneur.</p> <p>In this course you will learn how to write a business plan, a feasibility study, and how to present your business plan to investors and business partners with confidence.</p> <p>The course provides a tangible hands on experience of business plans writing which is a first necessary step for a start-up company</p>			
Learning Outcomes	<p>By the end of the lesson, the student will be able to:</p> <ul style="list-style-type: none"> <li>• To identify various sources of ideas for new business ventures</li> <li>• To discuss methods available for generating new venture ideas</li> <li>• To understand the scope and the value of the business plan to investors, lenders, employees, suppliers and customers</li> <li>• To understand the relevance of industry and competitive analysis to the market planning process</li> <li>• To be able to prepare a marketing plan for a new business venture</li> <li>• To be able to prepare organizational plan for a new business venture</li> <li>• To understand the importance of management team in launching a new venture</li> <li>• To understand the role of budgets in preparing pro forma statements</li> <li>• To understand why positive profits can result in negative cash flow</li> <li>• Learn how to prepare monthly pro forma cash flow, income, balance sheet and break-even analysis</li> </ul>			
Prerequisites	None.		Co-requisites	None.
Course Content	<ol style="list-style-type: none"> <li>1. Opportunity recognition for a new business venture</li> <li>2. Reasons for writing a business plan</li> <li>3. Feasibility analysis for a new business idea</li> </ol>			

	<ol style="list-style-type: none"> <li>4. Industry analysis</li> <li>5. Market analysis</li> <li>6. Developing the right marketing mix and marketing plan</li> <li>7. Management team and structure</li> <li>8. Operations plan and product (service) development plan</li> <li>9. Managing start-up, fixed and variable cost, pro-forma financial statements, break-even analysis, cash flow analysis.</li> <li>10. Presenting the business plan with confidence</li> </ol>
Teaching Methodology	<p>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..</p>
Bibliography	<p><u>Textbooks:</u></p> <p>Barringer B. (2009) Preparing effective business plans. An entrepreneurial approach, Pearson.</p> <p><u>References:</u></p> <p>Scarborough N., Cornwall J., Entrepreneurship and effective small business management, 11<sup>th</sup> Edition, 2015, Pearson.</p> <p>Mariotti S., Glackin C. Entrepreneurship: starting and operating a small business, 3<sup>rd</sup> Edition, Pearson, 2013</p>
Assessment	<p><u>(a) Methods:</u> Students will be assessed based on the quality of the feasibility report, written business plan and presentation in front of a jury.</p> <p><u>(b) Criteria:</u> The assessment criteria include originality of the business idea, the quality of execution of the research report, and quality of writing of the business plan.</p> <p><u>(c) Weights:</u></p> <p>Feasibility analysis (report) 20%</p> <p>Presentation of a business plan 20%</p> <p>Written business plan 60%</p>
Language	English.