

Course outline (INTERFACULTY): “6121 - Development of Business Plans”

(1) GENERAL

SCHOOL	School of Economics and Business		
DEPARTMENT	Department of Economics (Volos)		
LEVEL	<i>Undergraduate</i>		
CODE	6121	STUDENT SEMESTER	6th
COURSE TITLE	Development of Business Plans		
		WEEKLY HRS	ECTS
	Lectures and Workshops	3	6
		3	6
TYPE OF COURSE	Generic knowledge and Skills Development		
PREREQUISITES:	None		
LANGUAGE TEACHING AND EXAMINATION:	Greek or English		
THE COURSE OFFERED TO STUDENTS ERASMUS	Yes		
WEBPAGES COURSE (URL)	https://eclass.uth.gr/courses/ECON_U_107/		

(2) LEARNING OUTCOMES

Learning Outcomes
<p>The main goal of the course is to help students acquire the basic knowledge and skills for the effective composition and evaluation of a business plan, for the realization of a business idea.</p> <p>The aim is for students to be able to use the knowledge they will gain from the first course (Introduction to Entrepreneurship or related title) and to supplement it by focusing on specific areas - such as marketing, financial planning, etc. - in order to be able to develop a complete business plan and present it to stakeholders.</p>
General Skills
<p>Students will develop and cultivate basic professional and social skills:</p> <ul style="list-style-type: none"> • Search, analysis and synthesis of data and information, using the necessary technologies • Adaptation to new situations • Decision making • Autonomous work • Teamwork • Work in an international environment • Work in an interdisciplinary environment • Ability to recognize and evaluate business and innovative "opportunities", • Production of new ideas • Project design and management, • Respect for diversity and multiculturalism • Respect for the natural environment • Demonstration of social, professional and moral responsibility and sensitivity to gender issues • Exercise criticism and self-criticism • Promoting free, creative and inductive thinking • Understanding economic and technological developments and their implications, • Development of business perception and professional mentality.

(3) COURSE CONTENT

The course focuses on issues related to:

- Business plan: what it is and why I need it
- The concretization and presentation of the business idea
- Technology, Expertise
- Market analysis and research - Marketing planning, Distribution - Sales - Pricing and credit, Brand management (trademarks)
- Business models
- The art of trading.
- Decision making
- Financing and Financial Management: financing, working capital, capital increases, share allotment, performance monitoring, Investment evaluation and planning - budget, Financing for start-ups
- Types of companies, basic corporate legislation
- Potential pitfalls and implementation: business plan success factors
- Human resource management
- Business collaboration

Lectures are combined with workshops.

Students form teams with the aim to develop, submit and present comprehensive business plans, with the support of the course teacher, coaches and mentors. Teams develop and discuss their ventures, plan solutions, surveys and field research.

Students learn-by-doing, applying the methods in the process from business conceptualization to evaluation, pivot and pitching to potential partners or/and investors.

Students discuss case-studies, visit enterprises, entrepreneurs are invited as guest speakers.

(4) TEACHING AND LEARNING METHODS - EVALUATION

DELIVERY METHOD	<i>The course is organized along two parallel workstreams:</i> <ol style="list-style-type: none"><i>Lectures, where concepts, tools and methodologies are presented and analyzed</i><i>Studio workshops where students develop their projects collaboratively, using the tools and methods taught and interacting with mentors and perceived stakeholders</i>	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	Use of a course website on the e-class platform for posting (a) notes, (b) online links, (c) announcements, search tools and social networks	
MANAGEMENT OF TEACHING	Activity	Semester Workload
	Lectures	36
	Seminars	4
	Studio workshops	84
	Individual and work study for term assignment	40
	Term assignment presentation	16
	Course Total	180
STUDENT EVALUATION	Essay and Public Presentation Student assessment is largely based on the group work done by students, while the final grade takes into account: <ul style="list-style-type: none">• the written text of the essay• the presentation of the work at the end of the semester• participation in workshops• participation in course activities (lectures, visits, etc.) The focus, the analysis of the problem, the composition of the solution, the collaboration and the division of work in the team, the completeness of the presentation and the documentation of the arguments are evaluated.	

(5) RECOMMENDED - BIBLIOGRAPHY

<p>1. <i>Επιχειρηματικότητα με Αρχές</i> Έκδοση 1η ελληνική/2021 Κωδικός Βιβλίου στον Εύδοξο: 102124093 Συγγραφείς: Bill Aulet</p> <p>2. <i>Δημιουργία Νεοφυών Επιχειρήσεων</i> Έκδοση 1η Ελληνική-9η Αμερικανική Έκδοση/2015 Κωδικός Βιβλίου στον Εύδοξο: 41955510 Συγγραφείς: Spinelli Stephen, Adams Rob, Παπαδάκης Βασίλειος</p>
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