

BUSINESS PLANNING

Lecturer MARIANI GIOVANNA
Semester Winter
ECTS 3

Description The objective of the course is to provide students an operative approach to business planning process. The course can be divided in two parts. In the first, the aim is to discuss about the business plan contents. In the second part, the students can elaborate a real business plan for a start-up with the support of businessmen. The students can use a software prepared to develop financial forecasts. The projects can be discussed in the businessmen's companies.

Course Outline

1. Introduction to business plan aims.
2. To do or not to do the business plan
3. Business plan for a start-up
4. Teamwork: a real business plan

Textbooks Creating a Business Plan (Pocket Mentor), Harvard Business Press, latest edition

During the course new papers will be available.

Optional Reading

Prerequisites *Contents* Students should be familiar with accounting and strategies

Suggested reading. A standard intermediate textbook of accounting and finance

Keywords Business plan, planning, start-up, business model, financial feasibility

Teaching Frontal lectures, work groups, seminars, business tours.

Final valuation Es. Written examination

Course website

Other notes Es. Attendance to the lectures is strongly suggested