

## Course Description

**PPK-AND:18** Business Planing workshop

**Leading Lecturer: Kinga Magdolna MANDEL**

### Aim of the course

to build up your own business plan from scratch and present it at the end of the session

### Learning outcome, competences

knowledge: planning, data- and information gathering and analysing

attitude: open mindness, creativity, cooperation

skills: planning, innovating, co-working, holistic- and analytic thinking, team work

### Content of the course

#### Topics of the course

1. Intro into BP: why it is important? What are the key elements of a good BP?
2. Ideas, where the ideas are coming from? Idea generation. Idea assessment. Pitching.
3. Large environment analyses: PEST(EL)
4. Industry environment analyses: Porter (BCG included)
5. Operation. The company and its products/services offered
6. Marketing plan: STP (segmentation, targeting, positioning)
7. Marketing mix: 4 P, 7P, 4 C or 4E
8. MARCOM plan
9. Human resource plan: organisation structure, the team, tasks and jobs
10. Financial plan sketching: initalial investment, budget, cash flow, result analyses
11. Executive summary, presentation of the business plan

#### Learning activities, learning methods

learning by doing, workshops assisted with an online course and materials (pdf and videos) sent through mooc Canvas, questions and answers, discussions, personal- and group homeworks, teacher and student presentations.

### Evaluation of outcomes

#### Learning requirements, mode of evaluation, criteria of evaluation:

requirements

- interactive participation in the workshops
- home-work assignments (like further broadening the literature list)
- individual and group presentations in workshops at the beginning of every single class
- final presentations of the business plan

mode of evaluation:

- evaluation and feed-back on every part of the BP developed
- final evaluation of the own business plan and its presentation

criteria of evaluation:

- relevance
- quality
- depthness of the analyses
- employability (practicality and feasibility)

**Grading:** 60-69% -2, 70-79%-3, 80-89%-4, 90-100% - 5.

### Reading list

#### Recommended reading list

Business plan manual. In. [http://www.wirtschaftsfoerderung-dortmund.de/downloads/gruendung/start2grow/handbuch\\_businessplan\\_english-web.pdf](http://www.wirtschaftsfoerderung-dortmund.de/downloads/gruendung/start2grow/handbuch_businessplan_english-web.pdf)

Paul Tiffany, Steven D. Peterson: Business Plan for Dummies <http://www.dummies.com/business/start-a-business/business-plans/business-plans-for-dummies-cheat-sheet/>

Planning virtual business branding enterprise In. <http://www.dummies.com/business/start-a-business/business-plans/planning-virtual-business-branding-enterprise/>

Airbnb business. In. [https://www.entrepreneur.com/article/http://www.businessinsider.com/nina-mufleh-airbnb-resume-2015-4?utm\\_content=buffer2424b&utm\\_medium=social&utm\\_source=facebook.com&utm\\_campaign=bufferhttps://strategyzer.com/canvas/business-model-canvas](https://www.entrepreneur.com/article/http://www.businessinsider.com/nina-mufleh-airbnb-resume-2015-4?utm_content=buffer2424b&utm_medium=social&utm_source=facebook.com&utm_campaign=bufferhttps://strategyzer.com/canvas/business-model-canvas)

Shoptisie Startup In: <http://startupyard.com/introducing-the-2015-startups-shoptisie-e-commerce-and-marketing-for-the-rest-of-us/>

**How to Create an Elevator Pitch That Will Get You Funded In.** <https://www.entrepreneur.com/article/237899>

Niche market <https://www.entrepreneur.com/article/240163>

Build up a startup while traveling <https://www.entrepreneur.com/article/241761>

Fundable startup <http://fundersandfounders.com/startup-ideas-that-matter/>

Market research <https://www.entrepreneur.com/article/241080>

Market testing <https://www.entrepreneur.com/article/235201>

[Ideas http://ed.ted.com/lessons/ideasthesia-how-do-ideas-feel-danko-nikolic](http://ed.ted.com/lessons/ideasthesia-how-do-ideas-feel-danko-nikolic)

Startup mistakes <http://fundersandfounders.com/startup-mistakes/>

Smart people bad entrepreneurs <https://www.entrepreneur.com/article/240861>

Investors <https://www.entrepreneur.com/article/229041>

Start-ups worth watching <https://www.entrepreneur.com/article/237370>

<https://www.entrepreneur.com/article/237370>

Service businesses <https://www.entrepreneur.com/article/80684>

Funding <https://www.entrepreneur.com/article/237926>

Movies for entrepreneurs <https://www.entrepreneur.com/article/234538>

Start-up failures <https://thenextweb.com/insider/2014/09/25/top-20-reasons-startups-fail-report/>

Business ideas <https://www.entrepreneur.com/article/201588>

Business models <https://www.boardofinnovation.com/2013/09/17/15-business-models-to-copy-pdf-download-with-all-cases/>

Marketing plan  
<http://www.forbes.com/forbes/welcome/?toURL=http://www.forbes.com/sites/davelavinsky/2013/09/30/marketing-plan-template-exactly-what-to-include/&refURL=&referrer>

Start up business plan template (2009). In. <http://www.spmvv.ac.in/ecell/docs/business-models/3.pdf>

Restaurant BP template  
[https://www.rowan.edu/home/sites/default/files/Rohrer%20College%20of%20Business/restaurant\\_sample\\_business-plan.pdf](https://www.rowan.edu/home/sites/default/files/Rohrer%20College%20of%20Business/restaurant_sample_business-plan.pdf)

TED talks for when you want to start a business. In. [https://www.ted.com/playlists/350/talks\\_for\\_when\\_you\\_want\\_to\\_start\\_a\\_business](https://www.ted.com/playlists/350/talks_for_when_you_want_to_start_a_business)

TED talks on business: <https://www.ted.com/search?cat=videos&q=business>

Doing Business in Hungary <https://doingbusinessinhungary.com/>

The Economist, EISZ, EBSCO databases, World data databank database, Eurostat database,