

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

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-muffleh-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

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

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,