

## Course Syllabus

### Business Planning 7.5 Credits\*, First Cycle Level 1

#### Learning Outcomes

##### *Knowledge and understanding*

Upon completion of the course, the student shall be able to:

- explain the basic concepts of business planning (1) and the basic elements of the business plan (2)
- describe different types of organisations and company forms (3)
- describe the most common forms of resource acquisition and funding for new start ups (4)

##### *Skills and abilities*

Upon completion of the course, the student shall be able to:

- compile a business plan based on his or her own chosen business idea (5)
- discuss the pros and cons of various strategic choices in the business planning process (6)
- analyse the strengths and weaknesses of business plans (7)

##### *Evaluation ability and approach*

Upon completion of the course, the student shall be able to:

- systematically reflect on the importance of the business plan in interaction with stakeholders (8)

#### Course Content

The course covers the elements that are commonly included in a business planning process, and in the context of the course the students write a complete business plan based on their own business idea, which must then be presented orally and in writing. The course begins with a review of how a business idea can be formulated and analysed in a structured way. Next, the course focuses on how to conduct an industry and market analysis. This is done to evaluate the viability of the business idea. There will also be an introduction to the topics of growth strategies and marketing. The course discusses various business models and forms as well as the advantages and disadvantages associated with choosing one of these. Other subjects covered in the course are the organisation of companies, various

types of resource acquisition and different possible ways to fund a company that is in its establishment phase. Additionally the course addresses the importance of companies having a good economic foundation and as part of this the course discusses various topics, including liquidity planning, budgeting, revenue / cost generation and pricing.

### **Assessment**

Assignment 1 (examines 1, 2, 4, 5, 6, 8): Written assignment in group and active participation in the seminar, 5 credits

Assignment 2 (examines 1, 2, 3, 4): Individual written test, 1.5 credits

Assignment 3 (examines 7, 8): Individual written assignment and active participation in the seminar, 1 credit

### **Forms of Study**

Lectures, seminars and group work.

### **Grades**

The Swedish grades U–VG.

The following ratings can be obtained:

Assignment 1: U, G, VG

Assignment 2, 3: U, G

To pass the course, students must obtain grade G in all assignments. To pass the course with distinction (VG), VG is, in addition, required on assignment 1.

### **Prerequisites**

General entry requirements

### **Other Information**

Students who have been admitted to and registered in the course are entitled to receive tuition and/or supervision only during the course to which they were accepted.

Students must be able to describe their contributions to group assignments.

Make-up assignments and reworked seminar assignments must be submitted no later than the dates specified in the study guide.

### **Subject:**

Entrepreneurship and Innovation

**Group of Subjects:**

Business Administration

**Disciplinary Domain:**

Technology, 100%

**This course can be included in the following main field(s) of study:**

1. No main field of study

**Progression Indicator within (each) main field of study:**

1. G1N

**Approved:**

Approved 21 September 2017

Valid from 7 December 2017