



Name	ENTREPRENEURSHIP AND BUSINESS PLANNING
Component Modules	-
Subject area	SECS-P/07
Academic year and semester	3rd year, 2nd semester
Language of instruction	English
ECTS	8
Number of hours of lectures	48
Teachers	
Expected learning outcomes	<p>The specific learning outcomes have been structured on the following levels:</p> <p>a) Knowledge and understanding:</p> <ul style="list-style-type: none">- Know the contents of a business plan;- Understand the functions of the different types of business planning tools;- Describe key concepts and analytical tools for strategic planning. <p>b) Application of knowledge and understanding</p> <ul style="list-style-type: none">- Structuring and writing a business plan;- Analyze the market and competition;- Define the value proposition;- Define the organizational and supply chain configuration;- Draw up budgets, financial and economic forecasts. <p>c) Making judgments</p> <ul style="list-style-type: none">- Evaluate the completeness of a business plan;- Compare and evaluate different possible value propositions;- Compare and evaluate different organizational and supply chain configurations;- Assess the financial and economic viability of a project. <p>d) Communication</p> <ul style="list-style-type: none">- Present their evaluation and analysis of ideas and projects, orally and in writing;- Present a business idea effectively. <p>(e) Lifelong learning skills</p> <ul style="list-style-type: none">- Develop skills in the collection of data on financial, economic, innovation at company or regional level;- Improve their skills in the use of IT tools, such as electronic tools for presentation, writing, and calculation;- Present contributions and take part in group work.
Syllabus	<p>The program is divided into three modules.</p> <p>The first module (entrepreneurship and entrepreneurs) clarifies the prerequisites of entrepreneurship, the matrices of entrepreneurship, the basic characteristics of entrepreneurs and business innovation processes in the food and wine, services and tourism sectors.</p> <p>In the second module (strategic planning and business planning) the techniques for the construction of a business plan from a qualitative point of view are developed: market analysis, competitor analysis, segmentation techniques.</p> <p>In the third module (the economic-financial projections and the evaluation of the business plan) the most up-to-date techniques for the construction of the economic-financial estimates of new business initiatives are presented, the estimation of the financial needs of the new initiatives. Finally, in the last session you will have the opportunity to discuss the evaluation of the business plan and the presentation of the business plan.</p>
Teaching and learning methods	Teaching is mainly delivered through lectures. In addition to lectures, the course also involves a number of hours of interactive teaching (at least one hour for each ECTS).



	<p>By focusing on the discussion of business plans of real companies and group work, the teaching method will allow students to learn the methodologies and tools in an active and more effective way. The course will include lectures and seminars held by entrepreneurs and experts in the food and wine, services and tourism sectors, with analysis of practical cases, in order to allow full contact with the concrete operations of innovation-oriented entrepreneurial realities. Attending students will have the chance to apply the knowledge acquired through group work related to the development of an innovative business plan; Each group is typically made up of 4-5 students.</p>
<p>Evaluation methods</p>	<p>The course provides different methods and criteria for assessing learning depending on whether the student decides to actively attend the course or not to attend. Attending students are considered as such if they have attended at least 70% of the lessons.</p> <p><u>Attending students</u></p> <ul style="list-style-type: none"> • Intermediate written/oral exam and final oral exam. <p>Attending students will have the opportunity to take an intermediate group test based on the elaboration of a business plan in a field of their choice. The paper must be delivered in written form and presented by the group orally in a pitch lasting 15 minutes. The evaluation of the mid-term exam is based on the following criteria: innovativeness of the proposal, adequate use of the instrumentation used in the course; clarity in the structure of the paper and presentation; Oral presentation of the proposal.</p> <p>The final oral exam will consist of 2 open questions on the contents of the second part of the course. Students must demonstrate with analytical skills and autonomy of judgment, to be able to analyze and have understood the different types of innovation in business models according to the forms illustrated in the course, and to be able to give illustrations with clear and appropriate technical language.</p> <ul style="list-style-type: none"> • Alternatively, attending students can take the oral exam on the entire program, with the procedures described for non-attending students. <p><u>Non-attending students</u></p> <ul style="list-style-type: none"> • Oral exam <p>The oral exam consists of 4 open questions on the entire program. In the oral exam, students must demonstrate – and be able to illustrate with clear and appropriate technical language – knowledge and understanding of the main innovation models covered in the course, with particular reference to the contents of the first and second parts of the program. Students are also required to demonstrate, with analytical skills and autonomy of judgment, to be able to apply the models of analysis and the notions acquired with examples of their choice, and therefore to be able to master the contents not only in theoretical terms.</p>
<p>Assessment methods</p>	<p>The assessment of learning involves the assignment of a final grade expressed in thirtieths</p> <p><u>Attending students</u></p> <p>The mid-term exam accounts for 50% of the final grade; The final oral exam contributes to 50% of the final grade. The grade will be given by the weighted average of the two marks rounded up. Honours can be awarded to attending students who have obtained at least 29 points in the written test and demonstrated excellence in the oral test.</p> <p><u>Non-attending students</u></p> <p>The grade is expressed in thirtieths and takes into account the clarity of exposition and the propriety of language demonstrated. Honours can be awarded to non-attending students who demonstrate excellence in understanding theoretical notions and who demonstrate a full ability to apply these notions to business cases and specific and concrete business situations.</p>



Prerequisites	There are no prerequisites.
Teaching materials	<p><u>Attending students</u></p> <p>S. BLANK, B. DORF, The Startup Owner's Manual. K&S Ranch Publishing, 2012. A. OSTERWALDER, Y. PIGNEUR, Business Model Generation. Wiley & Sons, 2010. J.W. MULLINS, The new business road test. What entrepreneurs and executives should do before writing a business plan, Prentice Hall - Financial Times, 2006. Lectures and cases distributed by the teachers.</p> <p><u>Non-attending students</u></p> <p>S. BLANK, B. DORF, The Startup Owner's Manual. K&S Ranch Publishing, 2012. A. OSTERWALDER, Y. PIGNEUR, Business Model Generation. Wiley & Sons, 2010. J.W. MULLINS, The new business road test. What entrepreneurs and executives should do before writing a business plan, Prentice Hall - Financial Times, 2006.</p>