

BUSINESS PLAN
 Elżbieta Wrońska-Bukalska
 Academic year 2017/2018
winter semester

Module name	Business plan
Erasmus code	PL LUBLIN01
ISCED code	04.3 (343, 344, 345)
Language of instruction	English
Website	
Prerequisites	Accountancy, Financial analysis, Financial management
ECTS points hour equivalents	<p>Contact hours (work with an academic teacher) 15</p> <p>Total number of hours with an academic teacher 15</p> <p>Number of ECTS points with an academic teacher 2</p> <p>Non-contact hours (students' own work) 10</p> <p>Total number of non-contact hours 10</p> <p>Number of ECTS points for non-contact hours 1</p> <p>Total number of ECTS points for the module 3</p>
Educational outcomes verification methods	Individual final project covering the idea of setting up business and preparing financial statement forecast
Description	The module allows to develop the usage of management and financial tools when setting up business. It covers the structure of business plan, strategic analysis, developing marketing plan, schedule of activities, risk description, preparing of financial statement forecast, the evaluation of business plan. The students will learn to conduct strategic analysis, identify target customers, prepare schedule of business activity and prepare financial statement forecast. An important aspects of this course will be to bridge theory with practice in the contest of real world implications.
Reading list	<p>C. Guillebeau, The \$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future, Crown Business, New York 2012.</p> <p>M. Cagan, Inspired: How to Create Products Customers Love, Silicon Valley Product Group, California 2008.</p> <p>The Staff of the Entrepreneur Media, Start Your Own Business, The Only Startup Book You'll Ever Need, Entrepreneur Media, 2010.</p>
Educational outcomes	<p>KNOWLEDGE</p> <p>1.W01 - basic knowledge in the field of social sciences, especially economics</p> <p>2.K W22 – understands complex processes and phenomena occurring in organizations and in the surrounding world,</p> <p>3.K W23 – has the necessary knowledge to diagnose</p>

	<p>and solve problems related to the basic functions and processes of management: planning, organizing, motivating, monitoring and coordinating,</p> <p>SKILLS 1.K U02 – use theoretical knowledge at work 2.K U03 – use basic techniques of data collection and analysis, typical of the studied field, 3.K U04 – logically draw conclusions and make judgments based on data from various sources</p> <p>ATTITUDES 1.K K04 – make decisions and organise work in a team 2.K K05 – initiative and self-reliance in business activity 3.K K06 – understands the basic principles of ethics,</p>
Practice	

Information about classes in the cycle

Website	
Educational outcomes verification methods	Application newly acquired knowledge in practice – individual case study preparation
Comments	
Reading list	<p>C. Guillebeau, <i>The \$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future</i>, Crown Business, New York 2012.</p> <p>M. Cagan, <i>Inspired: How to Create Products Customers Love</i>, Silicon Valley Product Group, California 2008.</p> <p>The Staff of the Entrepreneur Media, <i>Start Your Own Business, The Only Startup Book You'll Ever Need</i>, Entrepreneur Media, 2010.</p>
Educational outcomes	<p>KNOWLEDGE 1.W01 - basic knowledge in the field of social sciences, especially economics 2.K W22 – understands complex processes and phenomena occurring in organizations and in the surrounding world, 3.K W23 – has the necessary knowledge to diagnose and solve problems related to the basic functions and processes of management: planning, organizing, motivating, monitoring and coordinating,</p> <p>SKILLS 1.K U02 – use theoretical knowledge at work 2.K U03 – use basic techniques of data collection and analysis, typical of the studied field, 3.K U04 – logically draw conclusions and make judgments based on data from various sources</p> <p>ATTITUDES 1.K K04 – make decisions and organise work in a team 2.K K05 – initiative and self-reliance in business activity</p>

	3.K K06 – understands the basic principles of ethics,
A list of topics	The lecture covers the following issues: 1.The need for business planning 2.The structure of business plan 3.Strategic analysis 4.Marketing plan 5. Schedule of business activities 6.The sources of risk 7.The financial statement forecast 8.Financial analysis of the business plan
Teaching methods	Informative lecture, case study analysis,
Assessment methods	Attendance (at least 75%), individual case study preparation. The final note is the result of the weighted average of attendance (30%) and assessment of individual project (70%).