
Business Plan: From the Idea to the Plan

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Course Description

The aim of this course is to promote entrepreneurship by providing students with the main tools to be able to develop the entrepreneurial process.

The highly practical component of this course will enable students to learn the main features of today's start-ups. The course will help students distinguish the different phases for setting up a business. The students will learn how to differentiate and assess an idea for a business opportunity and know which resources are key (financial, human and information) and recognize the usefulness of a business plan, its structure and contents. As well as lectures students will attend talks from leading experts in entrepreneurship: entrepreneurs, investors, lawyers etc.

It is recommended that each student comes with a business idea which may later be developed into a business plan for the Master Thesis.

You will have a very complete version of your business plan at the end of the course.

Objectives

After completing this course, you should be able to:

- Understand challenges of entrepreneurship
- Explain the entrepreneurial process
- Analyze the feasibility of an idea to start up a new venture
- Understand the components of an entrepreneurial business plan
- Recognize and value an opportunity.
- Develop a full business plan.

Methodology

This course will be taught through lectures, as well as case study discussions, class exercises and a team project. Industry practitioners may be invited to give guest lectures. Videos will be shown to supplement case studies, time permitting. Students are expected to learn from cases, and be able to combine theoretical knowledge with practice (work-field). Team project is an essential part of the learning process and students are required to present their preliminary business plan to the class. Students are expected to engage actively in class discussions.

Evaluation criteria

The final course grade will be based on:

- 10% Case-study
- 30% Final presentation Business Opportunity (Canvas)
- 40% Final Project: the Business Plan
- 10% Class attendance
- 10% Class participation

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program

As with all courses taught at the UPF BSM, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. Students that pass any Retake exam should get a **5 by default as a final grade for the course**. If the course is again failed after the retake, students will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the “Retake” period). In the meantime, the student will get an “incomplete”, which will be replaced by the actual grade after the final exam is taken. The “incomplete” will not be reflected on the student’s Academic Transcript.

Plagiarism is to use another’s work and to present it as one’s own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools’ policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.”

Calendar and Contents

Topic 1. The entrepreneurial Ecosystems-BCN Ecosystem. The UPF Business Shuttle. How to launch a business in Barcelona? Opportunities.

Topic 2. How to create and identify new opportunities. Identification of good business ideas or projects. Trends in entrepreneurship.

Topic 3. How to differentiate and evaluate an idea from a business opportunity. The investor point of view/ the market point of view.

Topic 4. The canvas business model, the minimum viable product, the lean start-up process. How to Design a Winning Business Model.

Topic 5. Instrumental aspects of entrepreneurship: from the idea to BP development. The structure of a business plan: the main elements.

Topic 6. In parallel with the previous areas, students (individually or in pairs) must develop the main parts of a business plan, based on a real business opportunity (Master thesis idea).

Reading Materials/ Bibliography/Resources

- How to Design A Winning Business Model (IESE)
- How to Write a Great Business Plan (Harvard Business Review)
- Assessing new business opportunity (IESE)
- Why the Lean Start-Up Changes Everything (Harvard Business Review)

Recommended Website Readings:

- <http://theleanstartup.com/>
- <http://www.hbs.edu/entrepreneurship/resources/businessplan.html>
- <http://www.sba.gov>
- <https://strategyzer.com/>
- <http://www.entrepreneur.com>
- http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf
- <http://www.businessesforsale.com>
- <http://www.youngentrepreneur.com>
- <http://www.entrepreneurship.org>

Regular reading of The Economist, Harvard Business Review, Fortune, The Wall Street Journal or The Guardian.....

Bio of Professor

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