
Business Plan: From the Idea to the Plan

Professor: Susana Domingo

Course Type: Elective

Credits: 3 CTS

Term: 3rd

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 during 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 business plan
- The role of the Ecosystems.
- How to convince an investor.
- Know the the Barcelona Entrepreneurial Ecosystem

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

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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:

| General evaluation | | | | |
|--|---|---------------|--|-------------------------------|
| Evaluation activity | Criteria | % final grade | Options for recovery | % recovery (over final grade) |
| Individual class contribution and attendance | From 0 to 10 points depending on the number of positive contributions in class | 20% | Not possible | Not possible to recover |
| Case Study | From 0 to 10 points Students need to meet deadlines of the assignments (delivered | 10% | Possible to recover at the end of the course | 25% |
| Final Project: Business Plan | From 0 to 10 points (Mean between oral presentation in class and delivered | 40% | Possible to recover (through a written and oral test) at the end of the course | 50% |

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|--|---------------------|-----|--|-----|
| Final Presentation Business opportunity | From 0 to 10 points | 30% | Possible to recover at the end of the course | 25% |
|--|---------------------|-----|--|-----|

Students must pass all parts separately (independently)

During the course students will be assessed on their analytical skills, such as the manner of expression and presentation, as well as active participation in class.

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

Contents

Business Plan: From the Idea to the Plan

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

Topic 3. The canvas business model, the minimum viable product, the lean start-up process. How to Design a Winning Business Model.

The concept/ Lean startup/ Agile

How to Design a Winning Business Model
/the tool (canvas business model)

Topic 4: Market research. The sources of information that will help to consolidate the project.

The importance of fieldwork.

Survey, meeting, sales forecast, main costs...Next steps

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

What is a business plan?

Why do you need to write a business plan? How to develop a business plan

Structure Business plan

Reading Materials/ Bibliography/Resources

Basic bibliography

- The Lean Startup, Eric Ries (2011)
- Business Model Generation, Alexander Osterwalder , Yves Pigneur (2011)
- The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, Steve Blank y Bob Dorf (2012)
- Why the Lean Start-Up Changes Everything (Harvard Business Review)
- How to Write a Great Business Plan (Harvard Business Review)

Recommended Website Readings:

- <http://theleanstartup.com/>
- <http://www.hbs.edu/entrepreneurship/resources/businessplan.html>
- <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>
- <http://www.sba.gov>

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

Bio of Professor

Susana Domingo:

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