

## Business Planning: Integration Test (F000862)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

**Course size** *(nominal values; actual values may depend on programme)*  
**Credits** 4.0      **Study time** 120 h      **Contact hrs** 45.0 h

### Course offerings and teaching methods in academic year 2020-2021

A (semester 2)	Dutch, English	Gent	integration seminar	25.0 h
			lecture	20.0 h
			online lecture	0.0 h

### Lecturers in academic year 2020-2021

Knockaert, Mirjam	EB23	lecturer-in-charge
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### Offered in the following programmes in 2020-2021

<a href="#">Bachelor of Science in Business Economics</a>	<b>crdts</b>	<b>offering</b>
	4	A

### Teaching languages

Dutch, English

### Keywords

Business planning: integratieproef

### Position of the course

Business planning is an integration course, which targets the extension and application of knowledge gathered in classes such as Marketing, Financial analysis of the company, Analytical cost calculation, and Entrepreneurship. The course consists of two main parts. First, a business game is played based on an existing business plan. Particularly, a business plan will be evaluated on a number of aspects, including technology/product, market, value chain, business model, finance, HR etc. Different parties (students) negotiate with each other in order to obtain financing or to recruit the best managers on the job market. However, there are not sufficient managers and financial parties on the market...so only the best business plan and best negotiators have a chance to get their company started up! A second, overarching assignment will complement the first analysis and the game. In this second assignment, the students work during two weeks on an integration exercise in which they apply and integrate the knowledge acquired during the bachelor.

### Contents

1. Short introduction into due diligence of new business ideas:
  - Analysis of a business idea
  - Technology/idea/product
  - Value chain analysis
  - Business model
  - Team
  - Market analysis and marketing strategy
  - Financial planning
  - Supply chain management
  - Sources of finance and valuation
2. Development of a negotiation strategy (shares/remuneration/term sheets)
3. Negotiation
4. Joint analysis of the business idea, plan, and lessons learnt
5. Overarching assignment: integration exercise

### **Initial competences**

End terms Marketing I, Financial Statement Analysis, Accounting A and B, and Entrepreneurship.

### **Final competences**

- 1 Critically analyze an existing business plan and hereby appreciate the uncertainty and limits of economic knowledge.
- 2 Understand the importance of innovation and entrepreneurship as a source of continuity and growth
- 3 Understand economics theories and position these within the economic environment
- 4 Use creativity to adapt an existing plan according to his or her own analysis by using relevant research methods, identifying correct sources and identifying relevant research problems. Further, interpret and evaluate the results of own and existing research.
- 5 Communicate his or her ideas in both written and oral ways (in English) and work in team to analyze and solve a problem
- 6 Develop negotiation skills, learn to analyze another party's opinion and critically reflect on the own learning process, hereby dealing with other parties in an ethical fashion
- 7 Unite knowledge about different domains (HR, supply chain, marketing, technology, finance) in one assignment, using base methods from these domains and generating insights in other domains such as law, psychology and technology.

### **Conditions for credit contract**

Access to this course unit via a credit contract is determined after successful competences assessment

### **Conditions for exam contract**

This course unit cannot be taken via an exam contract

### **Teaching methods**

Lecture, integration seminar, online lecture

### **Extra information on the teaching methods**

Theoretical lectures; coaching; feedback and discussion.  
Because of COVID19, changes to the above working method may be necessary.

### **Learning materials and price**

Teaching material consists of an existing business plan, together with game material that will be available on Ufora. 5 euro  
The course book that supported the course "Entrepreneurship"(1st semester of the 3rd bachelor) is also the supporting course book for this course: Knockaert, M., Delbeke, D., Andries, P. (2015). Essentials in Entrepreneurship. Acco. Cost: 24,99 euro.

### **References**

Timmons J., Zacharakis A., Spinelli S. (2004). Business plans that work. A guide to small businesses.

### **Course content-related study coaching**

Classes consist of three parts: preparation of the negotiations (each group will be assigned the role of financier, manager or entrepreneur), negotiations and discussion/feedback. During the preparation phase the students will be able to ask for coaching with the professor/assistant. After the negotiations, we will discuss the deals closed, and the professor will present an own analysis of the business plan and game.

### **Evaluation methods**

continuous assessment

### **Examination methods in case of periodic evaluation during the first examination period**

### **Examination methods in case of periodic evaluation during the second examination period**

**Examination methods in case of permanent evaluation**

Assignment, peer assessment

**Possibilities of retake in case of permanent evaluation**

examination during the second examination period is not possible

**Extra information on the examination methods**

The students are evaluated on the preparation and evaluation of the business game (written, 25%), and the overarching assignment (written, 75%). The first assignment is a group assignment, the latter is an individual assignment. Scores of the first part can be adapted following peer assessment. Participation to the two parts of the assignment is obligatory.

Because of COVID19, changes to the evaluation method described above may be necessary.

**Calculation of the examination mark**

Permanent evaluation 100%.