



SYLLABUS STRUCTURE

1 Number and Name of Module

M07 Business Plan – Key Steps and Activities

2 Description of Module

A business plan should be one of the first documents when considering a business. Its elaboration by a beginning entrepreneur is a necessity, because only during its creation the entrepreneur clarifies the vision, the idea of business, which thus gets real contours. When an entrepreneur elaborates the details of his future business, he also reveals the strengths and weaknesses of his business idea, determines market opportunities and threats.

Thanks to the business plan, the beginning entrepreneur sets goals and especially ways to get there. The most important thing is to have a goal, because the one who knows where he is going will most likely get there.

The business plan also analyzes the competition, customers, their potential and also the marketing requirements. Last but not least, a financial plan is part of the business plan. It clearly defines what share capital is needed, what cash flow an entrepreneur can expect, whether his business has profit potential and what costs it will have.

3 Course Goals and Outcomes

The aim of the course is to present a business plan, explain its general structure and the main points it should contain. Creating a business plan is all the more challenging when done for the first time. It often happens that an important part of the business plan is omitted or forgotten and the submitter acts unprepared in front of the investor or partner, which can unnecessarily raise doubts. Graduates of the course should be able to develop a business plan in such a way as to attract investors, banks, funds or strategic partners in particular and subsequently help them obtain the necessary funds.

4 Time Allocation per Module

Topic Name	Topic Duration (minutes)
1. Business plan 1.1. What is a business plan 1.2. Purpose of the business plan 1.3. CANVAS methodology - focus on the essentials 1.4. Basic parts of a business plan and their detailed structuring	60
2. The financial plan as an integral part of the business plan 2.1. Contents of the financial plan	30



2.2. Calculations suitable to the financial plan	
3. Annexes to the business plan	
3.1. What attachments can be part of a business plan	30

5 Target Group

The course is intended not only for entrepreneurs or those who plan to do business in the future, but also for students who do not yet know what they will do in the future. However, the course can also help researchers and university teachers or management who work on various projects where business plans are required.

6 Teaching Methods

Part of the course will take the form of a lecture and after explaining the basic components of the business plan will be followed by group work in the form of brainstorming, which will aim to create a short business plan for the business.

A computer, internet connection, online service (Microsoft Teams, Zoom, Webex, etc.) will be needed.

7 Teaching Forms

Online

8 Teaching/Training Competences and Experience for Lector

The lecturer who will lead the course should meet the following requirements:

- teaching experience and pedagogical skills,
- practical personal experience in the field of business,
- higher education in economics is welcomed

9 Knowledge and Skills Obtaining by this Module

As a results of this module, participants will be able:

- Independently develop a business plan, including its financial part.

10 Required Text and Study Materials

The study material will be prepared by the lecturer and subsequently provided to the participants. The presentation prepared by the lecturer will also be available.



After the end of the frontal presentation, the last part of the meeting will be devoted to group work in the form of brainstorming. Students will be given the problem to create a business plan for a new e-shop, which should be dedicated to the sale of a local product (which students choose). Together, they must assess the viability of the business idea and indicate the main points that their business plan should include. Each business plan proposal thus gains in uniqueness.

11 Recommended Literature

Abrams, R.: Successful Business Plan: Secrets & strategies. (2019) Planning Shop; 7th edition

McKeever, M.P.: How to Write a Business Plan. (2016) Nolo; 13th edition

Shelton, H.: The Secrets to Writing a Successful Business Plan: A Pro Shares A Step-by-Step Guide to Creating a Plan That Gets Results. (2017) Summit Valley Press; 2nd edition

12 Testing Set - Evaluation/Grading Criteria

Evaluation of participant's learning progress will be performed through a set of feedback questions during the training placed by a lector to participants.

At the end, an evaluation will take place in the form of an online test prepared by the lecturer, which should serve to verify the acquired skills and knowledge.

Student should reach at least 51% of correct answers