

Business Planning: Integration Test (F000862)

Course size *(nominal values; actual values may depend on programme)*

Credits 4.0 **Study time 120 h**

Course offerings and teaching methods in academic year 2024-2025

A (semester 2)	Dutch, English	Gent	independent work
			group work
			lecture

Lecturers in academic year 2024-2025

Knockaert, Mirjam	EB23	lecturer-in-charge
Coppens, Karlien	EB23	co-lecturer

Offered in the following programmes in 2024-2025

Bachelor of Science in Business Economics	crdts	offering
	4	A

Teaching languages

English, Dutch

Keywords

Business planning: integratieproef, sustainable business

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. However, there are not sufficient 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 one week 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 and sustainability
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

Group work, Lecture, Independent work

Extra information on the teaching methods

Theoretical lectures; coaching; feedback and discussion.

Study material

Type: Handbook

Name: Knockaert, M., Delbeke, D., Andries, P. (2015). Essentials in Entrepreneurship. Acco.

Indicative price: € 30

Optional: yes

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 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. As to what the integration case is concerned, every student will receive individualized feedback.

Assessment moments

continuous assessment

Examination methods in case of periodic assessment during the first examination period

Examination methods in case of periodic assessment during the second examination period

Examination methods in case of permanent assessment

Peer and/or self assessment, Assignment

Possibilities of retake in case of permanent assessment

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, 30%), and the overarching assignment (written, 70%). 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 in both assignments is obligatory.

Calculation of the examination mark

Permanent evaluation 100%.