

## 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 2025-2026

A (semester 2)

Dutch, English

Gent

independent work

group work

lecture

### Lecturers in academic year 2025-2026

Knockaert, Mirjam

EB23

lecturer-in-charge

Coppens, Karlien

EB23

co-lecturer

### Offered in the following programmes in 2025-2026

[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 Statement Analysis, Management Accounting, Business Law, Sustainability 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, Organization Theory, Management Accounting, Business Law 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 Creatively adapt an existing business plan based on own ideas and knowledge. Apply suitable research methods and consult correct sources to identify and solve relevant research problems. Further, interpret and evaluate the results of own and existing research.
- 5 Analyze and solve business problems in team. Communicate about problems and solutions in both written and oral ways (in Dutch and in English).
- 6 Develop and apply negotiation skills in a simulated market environment (business game), with an eye for ethical conduct. Critically reflect on your own learning process and the positions of fellow students throughout the group work and the business game in a post-negotiation report.
- 7 Apply concepts and methods from different domains (HR, supply chain, marketing, technology, finance) in one assignment.

### **Conditions for credit contract**

This course unit cannot be taken via a credit contract

### **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 can request coaching from the lecturer or co-lecturer. Questions can also be posted on the Ufora discussion forum. After the negotiations, we will discuss the investment deals closed, and the professor will present an own analysis of the business plan and game. Each student will receive individualized feedback on the integration test.

### **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 and oral, 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%.