

## Module Handbook

TUK MODHB Homepage

# Course WIW-EPS-BP-K-7

Business Planning (2V+2U, 6.0 LP, AUSL)

## Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study	
-	K	Lecture with exercise classes (V/U)	6.0 CP		
2	V	Lecture		30 h	60 h
2	U	Lecture hall exercise class		30 h	60 h
(2V+2U)			6.0 CP	60 h	120 h

## Basedata

SWS	2V+2U
CP, Effort	6.0 CP = 180 h
Position of the semester	1 Sem. in WiSe
Level	[7] Master (Advanced)
Language	[DE] German
Lecturers	Baum, Matthias, Prof. Dr. (PROF   DEPT: WIW)
Area of study	[WIW-EPS] Entrepreneurship
Additional informations	<a href="#">Informations about the course</a>
Lifecycle-State	[AUSL] Phase-out period

## Contents

The lecture on business planning teaches students why a business plan is important and what a convincing business plan should look like. The course provides knowledge about the necessity and peculiarities of a business plan. As part of this course, students draft their own business plan in small groups. As a result, students develop their own idea and build the business plan based on it. Moreover, they receive feedback on their ideas and actively work on their business model.

More specific, the lecture focuses on:

- Creativity techniques
- Relevance of a business plan
- Feasibility analysis
- Characteristics of a business plan (industry analysis, company description, market analysis, economics of the business, marketing plan, design and development plan, operations plan, management team and company structure, financial projections)

During the exercise, students can use their founding-related knowledge to develop a business idea to which they have to write a business plan. More specific:

- Students develop a business idea in teams.
- They carry out a feasibility analysis on this start-up idea.
- Finally, they write a business plan for their founding idea.

Students have to give presentations to show their progress and get feedback on their ideas.

## Literature

Barringer, B. R., Ireland, D. 2012. Entrepreneurship: Successfully launching new ventures (4th ed.). NJ: Prentice Hall International

Further literature will be announced in the first sessions.

## Requirements for attendance (informal)

None

## Requirements for attendance (formal)

None

## References to Course [WIW-EPS-BP-K-7]

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