

EING-M190 – Entrepreneurship and Business Development – Course Syllabus

January 2015

This syllabus provides the information concerning the course topics and organisation and the requirements for the evaluation.

1. Contact Information

Professor Annick Castiaux
Office: 410b
Telephone: +32 (0)81 72 48 80
Email: annick.castiaux@unamur.be

Professor Oscar Bernal
Office: 435
Telephone: +32 (081) 72 48 79
E-mail: oscar.bernal@unamur.be

Do not hesitate to contact us by email. If needed, we can also arrange an appointment.

2. Course Objectives

The seminar aims at making the students acquainted with the main strategic and operational steps in the process of setting up a new business. For this end, groups of 4 students prepare a realistic business plan, based on a new product or service to be developed by the group. Through this seminar, students will learn to manage an entrepreneurial project. They will develop a complete business plan for a new product or service.

The business plan analyses the proposal in terms of:

- **The opportunity:** the product/service and how it creates value to the customer;
- **The market:** market analysis, competition, socio-economic and technological environment;
- **The instruments and resources needed:** marketing plan, business systems (i.e.: organisation, production, logistics), human resource, financing;
- **Risks involved:** analysis of the key hypotheses underlying the business plan.

3. Course Material

Readings

We recommend in particular:

- Baron R.A., and Shane S.A., “Entrepreneurship: a process perspective”, Thomson, Mason, 2008 (ISBN 0-324-53969-X)
- Barringer B.R., “Preparing effective business plans”, Pearson, London, 2009 (ISBN = 0-13-714584-5)

Webpage

See webcampus, course EINGM180

Lecture Notes

Pdf files of the PowerPoint presentations of each session will be available on the website.

4. Course Requirements and Grading

The course will be evaluated both for the continuous work of students along the quarter and through their final work. Each group is supposed to fill different assignments showing their progression. The deadlines for those assignments are the following:

- **February:** Topic on which the business plan will be built: Each group will present the technology, the product or the service that they intend to study the possible development through a new company or a new business unit of an existing company; the opportunities and possible issues will be discussed with the class.
- **March:** A partial version of the business plan, without financial analysis, will be provided to the professors; presentation of the business plan without financial data with a special focus on strategic aspects.
- **April:** A preliminary version of the whole business plan, including financial analysis, will be provided to the professors, who will meet students for an individual feedback to groups the week after.
- **End of May:** Final presentation

At the end of the quarter, a session will be dedicated to the defence of the groups' business plans. The paper document (business plan) must be provided one week before the defence. It should include the following sections:

- Executive Summary
- Table of Contents
- Company (or business unit) Description
- Mission / Vision Statement
- Product / Service Description
- Industry Analysis
- Marketing Plan
- Competition
- Sales Strategy
- Operations Plan
- Management Team
- Financial Plan
- Exit Strategy
- Critical Risks

The course grading will be distributed as follows:

- Work along the semester (group grade): **20%**
- Quality of the paper final document (group grade): **50%**
- Quality of the oral presentation (group grade): **10%**
- Quality of the individual performance at the oral presentation (individual grade): **20%**

5. Course Outline

<i>Date</i>	<i>Course topic</i>	<i>Assignments</i>
03/02/15	Course presentation (O.B. and A.C.) 0. Introduction: Objectives and organisation (A.C.) 1. Entrepreneurial opportunities (A.C.)	
10/02/15	2. Checking feasibility (A.C.) 3. Building your strategy (A.C.)	Read Chapter 3 (Baron & Shane)
17/02/15		Meeting with groups individually to discuss topics
24/02/15	Feedback on groups' topics (O.B. and A.C.)	Presentation of groups' topics
03/03/15	4. Legal issues linked to new ventures (A.C.) 5. Finding financial resources (O.B.)	See Chapter 8 (Baron & Shane) See Chapter 6 (Baron & Shane)
10/03/15	6. Writing a business plan (O.B.)	See Chapter 7 (Baron & Shane)
17/03/15	7. Focus on the financial part (O.B.) External presentation (TBC)	
24/03/15	8. Building a sustainable strategy (A.C.)	See Chapters 9 to 13
31/03/15	External presentation (TBC)	
21/04/15		Provide partial business plan (without financial data and focusing on strategic aspects)
28/04/15	Feedback on partial business plan (O.B. and A.C.)	Presentation of partial business plan
05/05/15		Meeting with groups individually to discuss final issues
12/05/15		Meeting with groups individually to discuss final issues
19/05/15		Provide final business plan (including financial data)
26/05/15	Feedback on final business plan (O.B. and A.C.)	Final presentation