

## Course Descriptions Bachelor 2020-2021

Course Title Business Plan  
 Course Code EBS2015  
 ECTS Credits 4,0  
 Assessment Whole/Half Grades

| Period | Period | Start     | End       | Mon | Tue | Wed | Thu | Fri |
|--------|--------|-----------|-----------|-----|-----|-----|-----|-----|
| 6      |        | 14-6-2021 | 25-6-2021 | C   |     |     |     |     |

Level Intermediate  
 Coordinator Roy Broersma For more information: [r.broersma@maastrichtuniversity.nl](mailto:r.broersma@maastrichtuniversity.nl)  
 Language of instruction English  
 Goals Students will learn to apply their knowledge (gathered within the domains of strategy, organisation, marketing and finance) to a specific entrepreneurial case-study.

Description The aim of this skills training is to give students the opportunity to integrate the knowledge they have mastered. One of the ways to accomplish such integration is by letting students write a business plan. All aspects of a business administration study program are to be used in such a plan. The writing of the business plan starts with an analysis of the company, the products and its competitive environment. This is followed by market research and analysis, and the design of a marketing plan. The goal of this effort is to identify target markets and the current market position. Based on the results of these studies and the type of activities of the firm, the plans for research and development and manufacturing should be designed. These plans have implications for the management and the internal organisation of the company. The financial consequences are the bottom line of the business plan.

Literature Barringer, B.R. (2015), Preparing effective business plans: an entrepreneurial approach. Global edition. Pearson. ISBN-10: 1292059338  
 ISBN-13: 9781292059334

Prerequisites Knowledge of bachelor courses in marketing, organisation studies, strategy and finance.  
 An advanced level of English

Teaching methods Presentation / Assignment / Groupwork

Assessment methods Final Paper

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

|   |                          |
|---|--------------------------|
| Bachelor Economics and Business Economics - Economics                               | Year 2 Elective Skill(s) |
| Bachelor Economics and Business Economics - Economics and Management of Information | Year 2 Elective Skill(s) |
| Bachelor Economics and Business Economics - International Business Economics        | Year 2 Elective Skill(s) |
| Bachelor International Business   | Year 2 Elective Skill(s) |
| SBE Exchange Bachelor   | Bachelor Exchange Skills |
| SBE Exchange Master   | Bachelor Exchange Skills |
| SBE Non Degree Courses  | Bachelor Skills          |