Course Descriptions None 2013-2014

Course Title	Business Plan*
Course Code	EBS4002
ECTS Credits	4,0
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
6	16-6-2014	27-6-2014	-				

Level	Intermediate
Coordinator	Wynand Bodewes For more information:wynand.bodewes@maastrichtuniversity.nl
Language of instruction	English
Goals	Students will learn to apply their knowledge 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 the 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	
Prerequisites	Part of Master Global Supply Chain Management (Venlo)
Teaching methods	PBL / Presentation / Assignment / Groupwork
Assessment methods	Oral Exam
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

Master Global Supply Chain Management&Change	Compulsory Courses