Course Descriptions None 2018-2019

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	17-6-2019	28-6-2019	C				

Level	Intermediate
Coordinator	Roy Broersma For more information: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	Elective Skills
Bachelor Economics and Business Economics - Economics and Management of Information	Elective Skills
Bachelor Economics and Business Economics - International Business Economics	Elective Skills
Bachelor International Business	Year 2-3 Elective skills
SBE Exchange Bachelor	Bachelor Exchange Skills
SBE Exchange Master	Bachelor Exchange Skills
SBE Non Degree Courses	Bachelor Skills