

## Course Descriptions None 2021-2022

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	20-6-2022	1-7-2022	C																	
Level	Intermediate																				
Coordinator	Roy Broersma For more information: <a href="mailto:r.broersma@maastrichtuniversity.nl">r.broersma@maastrichtuniversity.nl</a>																				
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 <a href="http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM">http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM</a>																				
This course belongs to the following programme / specialisation	<table border="1"> <tr> <td>Bachelor Economics and Business Economics - Economics</td> <td>Year 2 Elective Skill(s)</td> </tr> <tr> <td>Bachelor Economics and Business Economics - Economics and Management of Information</td> <td>Year 2 Elective Skill(s)</td> </tr> <tr> <td>Bachelor Economics and Business Economics - International Business Economics</td> <td>Year 2 Elective Skill(s)</td> </tr> <tr> <td>Bachelor International Business</td> <td>Year 2 Elective Skill(s)</td> </tr> <tr> <td>SBE Exchange Bachelor</td> <td>Bachelor Exchange Skills</td> </tr> <tr> <td>SBE Exchange Master</td> <td>Bachelor Exchange Skills</td> </tr> <tr> <td>SBE Non Degree Courses</td> <td>Bachelor Skills</td> </tr> </table>							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
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Bachelor Economics and Business Economics - Economics and Management of Information	Year 2 Elective Skill(s)																				
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