

Title of course	Business Planning
Responsible instructor	Prof. Dr. N. Richter
Course objectives and learning outcomes	<p>This course will prepare students for planning their own business or for the further development of an existing one.</p> <ul style="list-style-type: none"> ➤ Systematic planning and control of business ideas ➤ Transformation of ideas into innovative products and services
Course contents	<ul style="list-style-type: none"> ➤ The module is about developing an own business plan. This is important when starting an own business, but also when developing or taking over an existing business. Students develop a business plan and a business model canvas. The business plan is one of the most important tools for planning a business. The Business Model Canvas has also established itself in recent years and enables agile business planning. Both tools are taught in the course and are being framed by theoretical approaches. In order to enable the students to develop their own business plan, additional methods of generating ideas are discussed.
Teaching methods	<ul style="list-style-type: none"> - Lectures and exercises - self-study - discussions - student presentations
Prerequisites	None
Suggested reading	<p>Aulet, Bill. <i>Disciplined Entrepreneurship</i>. Wiley.</p> <p>Baehr, E., & Loomis, E. (2015). <i>Get Backed</i>. Harvard Business Review Press</p> <p>Blank, S., & Dorf, B. (2020). <i>The startup owner's manual</i>. John Wiley & Sons.</p> <p>Gassmann, O., Frankenberger, K., & Csik, M. (2014). <i>The business model navigator</i>. Pearson UK.</p> <p>HBR (2018): <i>The Harvard Business Review Entrepreneur's Handbook: Everything You Need to Launch and Grow Your New Business</i>. Harvard Business School Press.</p> <p>Osterwalder, A., & Pigneur, Y. (2010). <i>Business model generation</i>. John Wiley & Sons.</p> <p>Ries, E. (2011). <i>The lean startup</i>. New York: Crown Business.</p> <p>Sarasvathy, S. (2012). <i>Worldmaking</i>. In <i>Entrepreneurial action</i>. Emerald Group Publishing Limited.</p> <p>Younger, P. (2013). <i>Good small business guide 2013: How to start and grow your own business</i>. Reference Reviews.</p>
Author instructive letter	/
Applicability	This module is also suitable for other economics-oriented study courses at Schmalkalden University of Applied Sciences.
Student Workload	<p>total workload: 240 hours:</p> <p>1) lectures: 60</p> <p>2) self-study: 180:</p> <ul style="list-style-type: none"> - preparation before and after lectures: 140 - exam preparation: 40

European Credit Transfer Points	8 ECTS; weighting factor: 8/120: a) International Business and Economics: 8/120
Basis of student evaluation	written examination 90 minutes (67%), preparation and presentation of BMC and BP (33%)
Time	first academic year
Frequency	each academic year
Duration	1 Semester
Type of course (compulsory, choice etc.)	elective course
Remarks	Teaching Language is English

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