

### 1. COURSE DESCRIPTION/INTRODUCTION

The Business Plan is one of the options for pursuing the TFG in the BBA/DBAI Program. A Business Plan is a formal written document that contains all the necessary information to understand why and how a new venture is launched. It describes, analyzes, and evaluates a business opportunity and takes into account the external and internal elements that are involved in the process of starting a new venture.

The main elements of your Business Plan are:

- The Opportunity: Problem, solution, interaction with the target customer to validate your business model.
- The Context: Analysis of the environment – macro, industry, market
- The Infrastructure or Resources: everything that will be needed for you to execute your idea (people, systems, partnerships, etc)
- Financial Analysis: for financial planning and the acquisition of external financial resources if needed

Taken together, the outcome of these activities can be bundled to form a final business plan which documents the progress, delineates the activities going forward, and can be used to raise funds.

More importantly that the document itself, another key component of the Business Plan process is how you pitch your idea to investors and other stakeholders that will in some way be involved with your business. This presentation can actually be a deciding factor on whether you move forward or not with your idea.

The main objective of this seminar is to give you enough information on the basic elements of building a Business Plan, pitching it to stakeholders and to help you decide if this is the option you want to pursue for the Final Degree Project.

See you in class!

Marko De Setti

## 2. LEARNING OBJECTIVES

Upon completion of this course, participants will be able to develop an understanding of:

- Map-out a business idea, evaluate it and demonstrate that it offers a real opportunity.
- Design a business model that allows the identified opportunity to be exploited.
- Quantify and plan the deployment of the new venture through the implementation of a range of functional strategies.
- Summarize your findings and plans in a document that can then be presented to investors/mentors.
- Pitch this idea in a short presentation to diverse stakeholders.
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Overall, this is a unique opportunity for you to familiarize yourself with the BP process and make a decision on whether you want to pursue this track as your Final Degree Project.

## 3. COURSE FORMAT AND METHODOLOGICAL APPROACH

The course is based on various learning techniques to cultivate your intrapreneurial mindset: interactive lectures, case discussions, guided challenges, r, practical workshops. Participants will also have the opportunity to interact with and learn from guest speakers (mentors and former students) who will join us in person or through video conferencing and share their expertise.

To take full advantage of this course, you are expected to prepare for each session and to participate actively in class discussions and activities.

## 4. ASSESSMENT

Description		Weight (% of total)
Individual	Active Class Participation	30
	Final Exam	70

### Individual: Active Class Participation (30%)

#### *Description*

Since the course is largely discussion- and activity-based, you are expected to actively participate and offer your input in each class. Sharing your reflections with the group will enrich all participants and make our sessions more dynamic.

Keep in mind that the quality of your participation, rather than the quantity (or “airtime”), will determine your performance in class. It is therefore essential to carefully process the assigned materials ahead of each session and to contribute your critical perspective (as opposed to simply stating case facts or echoing other participants).

Timely attendance is mandatory. If a student must miss a session or expects to be late, s/he needs to notify the professor in advance by email with a qualifying reason (i.e., force majeure). Without a valid excuse, class absence and/or late arrival impact your class participation grade (absent = 0 points, late = 1-point deduction).

**IMPORTANT: You’re allowed only ONE absence during our five sessions. More than ONE absence will make you automatically fail the course.**

### ***Deliverable & Deadline***

Class participation will be monitored and assessed during each of the ten sessions.

### **Individual: Final Exam (70%)**

#### ***Description***

On the last day of class you will be answering a quiz of 50 questions regarding the topics we discussed in class. This is a closed book exam.

**IMPORTANT: Your combined final grade on both sections (BP and Thesis) will account for 15% of your Final Degree Project Final Grade.**

## **5. MATERIALS**

### **Readings/Assignments & Slides**

Required preparation will be available on eCampus. There is no textbook for this course. For each session, you will find stepwise instructions and a selection of case studies, articles, reports, videos, podcasts, and/or templates to run through. For your learning process to be effective, you must prepare and process the uploaded materials before the class starts. Slides of the sessions will be posted on eCampus, after the classes.

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## 6. CODE OF HONOUR

This course is strictly ruled by ESADE's Honour Code:

*"I will not lie, cheat or steal to gain an academic advantage. I will respect all ESADE students, faculty and staff with my words and deeds."*

- Lying: Lying includes knowingly communicating an untruth to gain an unfair academic or employment advantage.
- Cheating: Cheating includes, but is not limited to, using unauthorized materials to complete an assignment; copying the work of another person; unauthorized providing of materials or information (e.g., proprietary course information) to another person; plagiarism; unauthorized providing of materials or information to another person during an exam. All communications, written, oral or otherwise, among students during examinations, are forbidden, as is the use of notes, books, computers, calculators or other written material except when approved by the instructor.
- Stealing: Stealing includes, but is not limited to, taking the property of another member of the ESADE community without permission, defacing or vandalizing the property of the ESADE Business School, or the misuse of ESADE resources.
- Respect for others and professional conduct: Respect for others includes treating all ESADE students, staff, faculty and external contacts connected to the school with politeness and cordiality, refraining from using abusive language or physical violence.

Upon witnessing a violation of the Honour Code, a student has a moral obligation to inform the student whose conduct is believed to be in violation of the Code that the Code has been violated. Each member of the ESADE community, as a person of integrity, has a personal obligation to adhere to this requirement, both on campus and when representing ESADE off campus. Failure to comply with the more explicit guidelines set forth by the Programme's Rules and Regulations can also be considered a breach of the Honour Code.

Violations of this agreement will be governed by Programme Management which has the right to exercise any disciplinary action necessary to uphold the standards set forth herewith and in the Programme's Rules and Regulations.

## 7. CONFIDENTIALITY AND INTELLECTUAL PROPERTY

A central belief in this course is that sharing your business ideas and actively seeking feedback is fundamental to entrepreneurship. Engaging with a wide audience often brings more gains than risks. The following articles provide key arguments for why:

- a. <https://blog.kern.al/top-reasons-to-share-your-startup-idea-before-you-build-it/>
- b. <https://cdixon.org/2009/08/22/why-you-shouldnt-keep-your-startup-idea-secret>

While you're responsible for your intellectual property, experience shows that theft has never been an issue in entrepreneurship courses at ESADE. If you have reservations about disclosing certain details, feel free to withhold them or consider a different venture project. Note that the professor cannot sign non-disclosure agreements for this course

## **8. AI USAGE GUIDELINES**

I encourage you to use generative AI tools (e.g., ChatGPT, DALL-E) in this course. Learning to use AI is an emerging skill, and it may be beneficial to know how to utilize it as an aspiring entrepreneur. Yet please be aware of the limitations of such tools:

- To achieve meaningful results with generative AI, you need to provide detailed, well-thought-out prompts. Short or vague prompts generally lead to subpar outcomes. I encourage you to invest time in refining your prompts to harness the full potential of AI.
- Do not accept AI-generated information at face value. Always verify facts or data provided by such tools as you are responsible for any inaccuracies. It is advisable to use the most advanced version of the tools (i.e., ChatGPT, Gemini, Gork and other subscriptions) for topics you are familiar with.
- Transparency is key. If you use AI for a task, include a statement detailing the nature of AI's involvement. Failure to disclose AI assistance is considered a breach of academic integrity.
- While AI can be a powerful tool, it does not replace your own critical thinking and judgment. You are ultimately accountable for the work you submit, regardless of AI's role in its creation.

