

## SUBJECT OUTLINE

### 1. GENERAL

<b>FACULTY</b>	BUSINESS & ECONOMICS		
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION		
<b>LEVEL</b>	UNDERGRADUATE		
<b>CODE</b>	709-en	<b>SEMESTER</b>	6 <sup>o</sup>
<b>TITLE</b>	Business Planning & Entrepreneurship		
<b>MODULES</b>		<b>WEEKLY LECTURES</b>	<b>ECTS</b>
	<b>Lectures</b>	3	6
	<b>Excercises/ workshops</b>	2	
<b>Subject Type</b>	Specialty Infrastructure		
<b>PREREQUISITE</b>	No		
<b>Language of Lectures</b>	English		
<b>Language of Exams</b>	English, Italian or Greek		
<b>ERASMUS Students</b>	Welcome		
<b>Subject Info on the web (URL)</b>	<a href="http://www.serresbiz.com/nk/el/lessons/business-planning/index.htm">http://www.serresbiz.com/nk/el/lessons/business-planning/index.htm</a>		

### 2. LEARNING OUTCOMES

<b>The subject aims to provide the students with knowledge about:</b>
<ul style="list-style-type: none"> <li>•The usefulness of all the foundation subjects as being the tools for planning the enterprise activities</li> <li>•The identification and minimization of business risk, by using scientific methods</li> <li>•The methodology of formulating a plan</li> <li>•The necessity of the commitment of all parties for the implementation of the plan</li> </ul>
<b>On successful completion of the module, students will be able to:</b>
<ul style="list-style-type: none"> <li>•Compile a Business Plan realizing their own business ideas, either as aspirant entrepreneurs or eventual self-employed</li> <li>•Work as staff members or enterprising teams of the private and the wider public sector</li> <li>•Work as members of Consulting groups which prepare Business Plans on behalf of private or public business groups</li> </ul>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>• <i>Search for, analysis and synthesis of data and information, using technology tools</i></li> <li>• <i>Adaptation to new conditions</i></li> <li>• <i>Respect of differences and multicultural nature</i></li> <li>• <i>Respect of the natural environment</i></li> <li>• <i>Demonstration of social, professional and moral responsibility and sensibility with a sexual orientation</i></li> <li>• <i>Exercise criticism and self-criticism</i></li> <li>• <i>Promotion of free, creative and progressive thinking</i></li> <li>• <i>Team work</i></li> </ul>

### 3. CONTENT

<b>LECTURES</b>
<ul style="list-style-type: none"> <li>• INTRODUCTION, concept and history of Business Planning</li> </ul>

- The formulation of a Business Idea
- Communication of the Business Idea
- Pre-assessment of the Business Idea
- Creation of a Business Team
- Legal Status selection
- Detailed Plans (Premises, Technology, Know-how, Distribution, Promotion and Advertisement, Forecasts of Profit/Loss and Cash-Flow, Certification)
- Documentation
- Equity Capital
- Supporting Organizations
- Capital Structure
- Executive Summary
- Private capital contribution

#### EXERCISES

Students are requested to write a business plan for one of the following (given in Greek and English) Case Studies:

- Didactic (Cluster of Private Foreign Language Schools)
- Processed Olives
- Plastic components
- Metal Furniture parts
- Furniture
- Traditional Salads

#### 4. Teaching and Learning Methods – Evaluation and Examination

<b>TEACHING METHOD</b>	<ul style="list-style-type: none"> <li>• Lectures (in-class)</li> </ul>	
<b>USE of ICT</b>	<ul style="list-style-type: none"> <li>• e-mail</li> <li>• Recorded Lectures</li> </ul>	
	<b>Activity</b>	<b>Work load</b>
	Lectures	26
	Exercises	
	Laboratory	20
	Paper writing	
	project	20
	<i>Bibliography overview</i>	10
	Training Visit	6
	Seminar	
	Home	43
	<b>Total</b>	<b>125</b>
<b>ASSESSMENT</b>	<p><b>I. WRITTEN EXAMINATION (60%)</b> Using: The elaboration of a new case study, expecting the students to outline a business plan, detail a part of the plan and present the outcome.</p> <p><b>II. Team-work project presentation (20%)</b></p> <ul style="list-style-type: none"> <li>– Prepare a Business Plan base on the business idea of a group of 3-5 students</li> <li>– Presentation of the Executive Summary</li> </ul> <p><b>III. Presentation of an Individual project (20%)</b> Poster presentation of a Business Plan based on a new idea (to be discussed with the lecturer). The criteria of assessment will be announced at the appropriate web page.</p>	

## 5. Suggested Bibliography

### TEXT BOOKS

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#### Additional Literature:

How to write a Business Plan (English) – (Bulgarian)

How to Start a Business (English) – (Bulgarian)

How to make a Marketing Plan (English) – (Bulgarian)

How to Manage a Company (English) – (Bulgarian)

### JOURNALS

- [WWW.URENIO.ORG](http://WWW.URENIO.ORG)
- <http://www.jstor.org/discover/10.2307/2393853?uid=3738128&uid=2&uid=4&sid=21104443097847>
- <http://onlinelibrary.wiley.com/doi/10.1002/smj.349/abstract>

#### Web Sites:

<http://www.entrepreneur.com/businessplan/index.html>

<http://www.business.gov.au/business-topics/business-planning/writing-a-business-plan/how-to-write-a-business-plan/Pages/default.aspx>

<http://www.sba.gov/writing-business-plan>

<https://www.gov.uk/write-business-plan>