



COURSE OUTLINE

(1) GENERAL

SCHOOL	School of Technology		
ACADEMIC UNIT	Department of Environmental Sciences		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	AE803	SEMESTER	8th
COURSE TITLE	BUSINESS PLAN DEVELOPMENT		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS		CREDITS
Teaching Hours		3	4
COURSE TYPE	Skills development		
PREREQUISITE COURSES	None		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://eclass.uth.gr/courses/ECON_U_107/		

(2) LEARNING OUTCOMES

Learning outcomes
<p>A business plan is valuable for potential investors and business executives. Investors can diagnose the state of the business and executives can achieve personal and business goals by using all available resources. The aim of the course is to enable students to create comprehensive business plans, having acquired the appropriate knowledge of marketing and management. The course introduces the basic concepts and techniques used to write a business plan: after presenting an introduction to the concept and importance of a business plan for any business activity, a description of all the individual components of a business plan is given. Real-life examples of successful business plans are examined in the course and students are asked to develop a business plan of their choice, in groups.</p> <p>Upon successful completion of the course, students will have acquired the necessary knowledge, skills and competence, and will be able to:</p> <ul style="list-style-type: none">• Understand the philosophy, usefulness, structure and way to write a business plan.• Recognise the points to be considered when for the internal, managerial mapping of a business, as well as when analysing the market.• Apply relevant analytical techniques (PEST, Key Success Factors, Risk Analysis).• Design marketing and management strategies.• Understand and apply methods of financial analysis to a business investment.
General Competences
<ul style="list-style-type: none">• Working independently• Team work• Search for, analysis and synthesis of data and information, with the use of the necessary technology• Decision-making• Project planning and management

(3) SYLLABUS

<ul style="list-style-type: none">• The concept of a business plan. Difference between a business plan and a business model canvas.• Strategic analysis: PEST analysis, the method of Key Success Factors, SWOT analysis.• Strategic planning: vision and mission of the company, strategic plan, competitive advantage.• Marketing planning: expansion opportunities, strategic marketing issues, strategic and tactical marketing, market segmentation.• Marketing planning: marketing mix, positioning, distribution, product demand.• Operational plan: inventory management, quality control, location, research and development.• Organisational and management issues: organisation chart, staffing, risk analysis, risk management.

- Budgeting the business plan: budgeting, budget control, budget financing scheme.
- Financial evaluation: balance sheet, profit and loss account, cash flow statement, ratios.
- Financial evaluation: sales, profit and loss, balance sheet, cash flow forecasts, break-even point.
- Financial evaluation of an investment project.
- Sources of finance and selection of sources of finance.
- Students present their completed business plans.

(4) TEACHING and LEARNING METHODS – EVALUATION

DELIVERY	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none"> • Use of PowerPoint slides • View material in video • Communication with students via e-mail • Use of asynchronous distance learning (e-class) 	
TEACHING METHODS	Activity	Semester workload
	Lectures	39
	Study and analysis of bibliography	36
	Essay writing	25
	Course total (25 hours workload per credit)	100
STUDENT PERFORMANCE EVALUATION	<p>Students' performance is evaluated in the Greek language. The final grade is determined by:</p> <ul style="list-style-type: none"> • A written exam (at the end of the semester) that contributes 70% to the final grade, applying one or more of the following evaluation methods: Multiple choice questions, short-answer questions, problem solving. • Elaboration of an individual written assignment (in the 2nd half of the semester) that determines 30% of the final grade. Students may present the individual written assignment in class. <p>Final Grade = 70% Exam Grade + 30% Assignment Grade</p>	

(5) ATTACHED BIBLIOGRAPHY

- Hisrich, R., Peters, M. & Shepherd, D. (2009) *Entrepreneurship*, (8th ed). New York, NY: McGraw-Hill/Irwin.
- Kefis, V., Papazachariou, P. (2009) *The Business Vision in Business Plan*. Athens: KRITIKI Publishing S.A. (in Greek)
- Stutely, R. (2003) *The Ideal Business Plan*, (translated by Spanou, M.) Athens: Papasotiriou Publications. (in Greek)