



Name of module	<b>Business Planning</b>
Responsible	Prof. Dr. N. Richter
Qualification goals	<p>This course will prepare students for planning their own business or for the further development an existing one.</p> <ul style="list-style-type: none"><li>➤ Systematic planning and control of business ideas</li><li>➤ Transformation of ideas into innovative products, services etc.,</li></ul>
Module Content	<ul style="list-style-type: none"><li>➤ The module is about developing your own business plan. This is important when starting your own business, but also when developing or taking over an existing business. Students develop either a classic business plan or a business model canvas. The classic business plan is one of the most important tools for planning a business and contains all the important steps for your own business. The Business Model Canvas has also established itself in recent years and enables flexible and clear business planning on only one chart. Both tools are taught in the course and are being framed by a suitable theoretical approach. In order to enable the students to develop their own business plan, additional methods of generating ideas for their own business are discussed.</li></ul>
Teaching methods	<ul style="list-style-type: none"><li>- Lectures and exercises</li><li>- self-study</li><li>- discussions</li><li>- student presentations</li></ul>
Necessary Previous Knowledge	None
Literature	<p>Bragg (2005). Developing new business ideas. Prentice Hall.</p> <p>Gassmann, O., Frankenberger, K., &amp; Csik, M. (2014). <i>The business model navigator: 55 models that will revolutionise your business</i>. Pearson UK.</p> <p>Osterwalder, A., &amp; Pigneur, Y. (2010). <i>Business model generation: a handbook for visionaries, game changers, and challengers</i>. John Wiley &amp; Sons.</p>
Author instructive letter	/
Utilization	<p>This module is closely related to the following modules of the same study program:</p> <ul style="list-style-type: none"><li>- Entrepreneurship</li></ul> <p>This module is also suitable for other economics-oriented study courses at Schmalkalden University of Applied Sciences.</p>
Student Work Load	<p>75 h total, 1) Lectures: 30 h 2) self-studies: 45 h</p>
European Credit Transfer Points	<p>2,5 ECTS: Master IBE 2,5 von 90 ECTS</p>
Method and Extent of Examination	written examination 30 minutes (67%), presentation (33%)
Semester	2nd-4th Semester
Frequency	every academic year
Duration	1 Semester
Type of course (compulsory, choice etc.)	compulsory elective module
Remarks	