Business Plan: From the Idea to the Plan

Professor: Susana Domingo
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Objectives
Upon completing this course, students should have:

1. Understand challenges of entrepreneurship.
2. Explain the entrepreneurial process.
3. Analyse the feasibility of an idea to start up a new venture.
4. Understand the components of an entrepreneurial business plan.
5. Recognize and value an opportunity.
6. Develop a preliminary business plan.

Description
The aim of this course is to promote entrepreneurship by providing students with the main tools to be able to develop the entrepreneurial process. The highly practical component of this course will enable students to learn the main features of today’s start-ups. The course will help students distinguish the different phases for setting up a business. The students will learn how to differentiate and assess an idea for a business opportunity and know which resources are key (financial, human and information) and recognize the usefulness of a business plan, its structure and contents. As well as lectures students will attend talks from leading experts in entrepreneurship: entrepreneurs, investors, lawyers etc..

It is recommended that each student comes with a business idea which may later be developed into a business plan during the master (Thesis).
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Contents

> The entrepreneurial Ecosystems-BCN Ecosystem. The UPF Business Shuttle.
> How to create and identify new opportunities. Identification of good business ideas or projects. Trends in entrepreneurship. Setting objectives.
> How to differentiate and evaluate an idea from a business opportunity. Creative tactics.
> The canvas business model, the minimum viable product, the lean start-up process. How to Design a Winning Business Model. Measuring effectiveness.
> Instrumental aspects of entrepreneurship: from the idea to BP development. The structure of a business plan: the main elements.
> In parallel with the previous areas, students (in groups of 3-4) must develop the main parts of a business plan based on a real business opportunity.

Methodology

This course will be taught through lectures, as well as case study discussions, class exercises and a team project. Industry practitioners may be invited to give guest lectures. Videos will be shown to supplement case studies, time permitting. Students are expected to learn from cases, and be able to combine theoretical knowledge with practice (work-field). Team project is an essential part of the learning process and students are required to present their preliminary business plan to the class. Students are expected to engage actively in class discussions.

Evaluation criteria

The final course grade will be based on:

> 10% Case-study
> 30% Final presentation Business Opportunity (Canvas)
> 40% Final Project: the main parts of a Business Plan
> 10% Class attendance
> 10% Class participation
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Important informations:

“Students are required to attend 80% of classes. Failing to do so without justified reason can have important consequences in your final grade.

As with all courses taught at the UPF Barcelona School of Management, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. If the course is again failed after the re-take, students may have to register again for the course the following year.

Bio of the professor

Susana Domigo is in charge of the UPF Business Shuttle Unit that promotes entrepreneurship between students, helping them to set up their own companies. She is also in charge of the MBA business plans of the UPF program. Susana teaches “Strategic Management” and “How to set up your own company” at the UPF. She worked as a strategic consultant in the e-business area and as a consultant in innovation topics as well. Susana has participated in the design of some start-ups in Barcelona. Susana is an economist and she has a PhD in Business Administration from the UPC.