



## RTU Course "Entrepreneurship and Business Planning"

22161 Starptautisko programmu nodāļa

### General data

Code	IUE540
Course title	Entrepreneurship and Business Planning
Course status in the programme	Compulsory/Courses of Limited Choice
Course level	Post-graduate Studies
Course type	Professional
Field of study	Business Management and Administration
Responsible instructor	Modris Ozoliņš
Volume of the course: parts and credits points	1 part, 4.0 Credit Points, 6.0 ECTS credits
Language of instruction	LV, EN
Possibility of distance learning	Not planned
Abstract	<p>Entrepreneurship and Planning is an integrative course, which join together knowledge and skills from other courses, adds new aspects to enable business planning and development of sustaining business plans for a new product or venture.</p> <p>Course covers following topics: Importance of planning in business development and efficiency improvement; Entrepreneurship process; Organisational forms of business; Resources needed for enterprise; Planning principles and objectives; Planning and forecasting methods; Techniques and tools for business plan development; Control methods and events; Decision making in entrepreneurship.</p>
Goals and objectives of the course in terms of competences and skills	The main objective of this course is to understand the relationship between various aspects of organisation - business objectives, strategies, management, use of financial, human and other resources, information systems for creation of sustainable plans and attracting necessary financing.
Structure and tasks of independent studies	<ol style="list-style-type: none"> <li>1. Teamwork – case study. Students in groups of 3-4 people shall study case of particular company and provide solutions or make relevant decisions according to given roles. Written report (up to 5 pages) is produced on case study.</li> <li>2. Teamwork – Business plan development. In group of 3-4 people students develop valid business plans for a development of new product or new venture and prepare presentation of the Business plan, according to provided methodology.</li> <li>3. Individual work - essay. Students prepare an essay on sound topic, based on personal or company experience, present it to auditorium with discussion on leanings and conclusions following from this situation.</li> </ol>
Recommended literature	<ol style="list-style-type: none"> <li>1. Rhonda Abrams. The Successful Business Plan – secrets and strategies. The Planning Shop, 2003. - 417 p.</li> <li>2. Paul Burns. Corporate Entrepreneurship, Palgrave Macmillan, 2004. - 326 p.</li> </ol> <p>Papildus literatūra: Kjells Gunnars Hof. Biznesa Ekonomika. Jāņa Rozes Apgāds, 2002. - 559 lpp.</p> <p>Kursa apguvē var izmantot interneta resursus:  <ol style="list-style-type: none"> <li>1. <a href="http://www.valuebasedmanagement.com">www.valuebasedmanagement.com</a></li> <li>2. <a href="http://www.ted.com">www.ted.com</a></li> </ol> </p>
Course prerequisites	Course has an integrative role and it unites knowledge and skills form other courses of the MBA programme.

### Course outline

Theme	Hours
1. Introduction. Entrepreneur, Business, Manager. Purpose of the Business planning.	4
2. Business Planning process. Structure and content of the Business Plan.	6
3. Business as a complex system. Business Models. Business Architecture.	6
4. Target setting and cascading in organisation. Financial and non-financial planning aspects.	4
5. Launching the business and business development. Learning from other companies. Planning and implementation process.	8
6. Finance in the Business plan. Profit, Loss, Cash flow concepts.	4
7. Investments and returns. Investment planning. Risks and sensitivity analysis.	4
8. Support instruments for business and new ventures. Programme, Venture capital, and fund's requirements for BP.	4
9. Company life cycle. Success and failure factors. Problems and solutions in various phases of the lifecycle.	4
10. Good practice of presenting business plan.	4
11. Course project "Business plan for a product or venture" (Group work)	16

### Learning outcomes and assessment

Learning outcomes	Assessment methods
1. Students will understand various sources and various forms of business, complexity of business and need for planning. Students will able to discuss on a various objectives for business planning.	Individual essay.

2. Students will understand overall structure and content of the business plan. Students will be able to formulate relevant business planning approach and organize planning process.	Group work.
3. Students will understand complexity of business and organization. Students will be able to use several approaches for describing business models and business architecture and use it for analysis and planning.	Class work Group work – case study
4. Students will be able to apply methods for defining and cascading targets and objectives in company. Students are able to use this for creation of financial and non-financial motivation system in a company.	Group work – business plan.
5. Students will understand success and failure factors for business launch and development. Students are able to define and include preventive actions in own business plan and enterprise development plan.	Group work – business plan.
6. Students will be able to analyse and interpret main financial indicators of enterprise, using P/L statement, Cash flow and Balance Sheet. Students will be able to create company budget and forecasts, make sensitivity analysis.	Individual assessment.
7. Students will be able to define necessary investment level based on incoming and outgoing cash flows, to select relevant form of investment for a business. Students will understand main return indicators and will be able to estimate return of particular business.	Group work – business plan.
8. Students will understand main forms of support programmes, and support instruments for a new and developing business, will be able to identify most relevant forms of support programmes for particular business.	Individual assessment.
9. Students will understand trends and patterns for organization in various phases of an organizational lifecycle. Students will be able to identify and formulate development challenges and priorities according to lifecycle.	Individual essay, Individual assessment.
10. Students will understand main principles of successful presentation. Students will be able to develop and deliver business plan presentation in a group and use relevant tool for it.	Group work – business plan presentation.
11. Students will be able to develop business plan.	Group work – business plan.

**Study subject structure**

Part	CP	ECTS	Hours per Week			Tests		
			Lectures	Practical	Lab.	Test	Exam	Work
1.	4.0	6.0	3.0	1.0	0.0		*	