

International Business Planning

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Teaching time	Morning

Course Description: Goal of the course is that students develop a business plan based on a project idea or an individual business proposal.

Content

1. Introduction
 - a. Goals of a Business Plan
 - b. Applications
 - c. Contents
 - d. Target Groups
 - e. Limitations
2. Marketing Aspects
 - a. Market Analysis
 - b. Marketing Concept
 - c. Marketing Mix
3. Financial Aspects
 - a. Financial Projections
 - b. Cash Flows
 - c. Investment Criteria
 - d. Project Analysis and Evaluation
 - e. International Aspects

Materials/Text: material (slides) provided in class

Requirements: Basic knowledge and understanding of business management is recommended

Assignments: Students are assigned little exercises after every lecture. The results are eventually put together to create a complete business plan.

Evaluation: Exercises 20%, Pitch Presentation 20%, Final Presentation 60%