



ICP
INSTITUT
CATHOLIQUE
DE PARIS

L'esprit grand ouvert sur le monde

DESIGN AND MANAGEMENT OF A BUSINESS PLAN

Bachelor of Social Sciences

Faculty of Social Sciences, Economics and Law

Course information

Bachelor Year 2 14 HOURS

Spring Semester 2 ECTS

Tutorials (TD)

Professor: Elsa EL HACHEM KIRBY, PhD in Sociology, Paris-Descartes University (France)

Course Code: FASSED_PARIS_SEP_L2_S4_TDPILOBUSINESS

Course description

This very applied course is an initiation to preliminary steps required to plan, start and run a business. It will require groups of students to carry out an initial market study and fill in a Business Model Canvas coupled with a SWOT analysis and the identification of its 4Ps (Product, Price, Place, Promotion). This groundwork allows the teams to define their product(s) and/or service(s), identify potential suppliers and collaborators, target customers, find a vision statement, create an effective pitch for investors, analyse the market and competition and more generally understand what business creation and development entails.

Through practice, students will learn to collect and gather relevant first and second-hand information, to analyse and structure it in a way that could be used to present one's business idea or activity to potential investors. In the last session, a brief pitch of the idea will be presented to the class and to entrepreneurs who will provide some feedback.

Learning Objectives

Students are expected to acquire a basic understanding of the fundamental elements of business planning. It includes:

- Understanding the steps needed prior to business plan writing,
- Market research, fieldwork and identification of opportunities,
- Identifying the target market,
- Identifying collaborators, networks and types of collaboration,

- Identifying fixed and variable costs of doing business,
- Identifying various types of capital needed for the activity,
- Identifying sources of revenue,
- Completing a business model canvas,
- Creating and delivering a convincing detailed oral presentation of the elements of a business plan,
- Creating and delivering a convincing brief (3mns) pitch to potential investors.

Course Prerequisites

All students are welcome in this class; nonetheless an entrepreneurial dynamism is expected from them, as well as a desire to read and carry out relevant fieldwork. This will enable them to gather the relevant information required for the work they will present (Business model canvas, a SWOT analysis and 4Ps).

Methods of Instruction

This class is organised as a recurring workshop during which students will work in teams of up to 3 participants. Each team is expected to come-up with their own business idea which will guide the work they will be carrying out in and out of class. Throughout the semester, different modules, listed below, will determine what the participants need to work on and present to the class for comments and feedback.

- ✓ **Module 1: Market studies and business plans - Their purpose**
- ✓ **Module 2: Your idea, objectives, preliminary results of your market research and fieldwork.**
- ✓ **Module 3: Key partners, activities, resources,**
- ✓ **Module 4: Value propositions & customer relations.**
- ✓ **Module 5: Distribution channels & customer segments.**
- ✓ **Module 6: Cost structure & revenue streams.**
- ✓ **Module 7: Final presentation of the Business model canvas + SWOT + 4Ps.**
- ✓ **Module 8: Final presentation “*Dragon’s den pitch*”.**

Assessment and Final grade

The weekly presentations of the work and the progress throughout the semester:	25%
The final Business Plan canvas of the Business Canvas + SWOT analysis + 4 Cs - written	25%

document :

The final oral presentation of the Business Canvas + SWOT analysis + 4 Cs (15mns) : 25%

The 3mns final « pitch » : 25%

Course Requirements

✓ **The weekly presentations of the work in progress throughout the semester**

At the beginning of the semester, the students will choose their partners and the business idea or activity which they wish to work on. Groups of three students (at most) will be organised at the beginning of the semester. Each week, the groups will present their work in progress on their market research and their Business Canvas according to the modules presented above.

✓ **The final Business Plan canvas**

At the end of the course, the students will have to present a detailed Business Plan canvas.

✓ **The final « pitch »**

During the last class, the groups of students will pitch their business idea in a dynamic, animated and concise way, similar to what can be seen on “Dragon”'s den”.

Bibliography (non-exhaustive)

“The Most Successful Pitch in Dragons’ Den History” Dragons’ Den, 24 June 2020
<https://www.youtube.com/watch?v=TgsRbze7G7M>

Paul Tiffany & Steven D. Peterson, *Business Plans For Dummies*, 3rd Edition, Colin Barrow, May 2012

“Bonus Chapter: 10 ways to make your business look great” in Paul Tiffany & Steven D. Peterson, *Business Plans For Dummies*, 3rd Edition, Colin Barrow, May 2012

“Bonus Chapter: 10 business plan helpers” in Paul Tiffany & Steven D. Peterson, *Business Plans For Dummies*, 3rd Edition, Colin Barrow, May 2012

Arthur R. DeThomas, Stephanie Derammelaere & Steven Fox J.D., *Writing a Convincing Business Plan*, Barron's Business Library, May 1, 2015

Pitch perfect collider, AFWerx, 20 January 2021