



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 5 ECTS

Practical Sessions (TD)

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

Course description

This very applied course will require groups of students to carry out a small market study and fill in a Business Model Canvas which constitute the groundwork for a more detailed business plan. Through practice, you will learn how to look for relevant information and structure it in a way that could be used to raise funds for a potential business idea or activity. In the last session, you will have to briefly pitch your idea to the class and to entrepreneurs who will provide you with their feedback.

Module 1: What are market studies and business plans? Their purpose?

Module 2: Present your idea, objectives, preliminary results of your market research

Module 3: Present key partners, activities, resources

Module 4: Present value propositions and customer relations

Module 5: Present distribution channels and customer segments

Module 6: Cost structure and revenue streams

Module 7: Final presentation 'Dragon's den pitch'

Bibliography

"The Most Successful Pitch In Dragon's Den History" Dragon's 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, 1st May 2015

Pitch perfect collider, AFWerx, 20 January 2021