



COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	MNG220	SEMESTER	8 th
COURSE TITLE	Business Plan Development		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	ECTS	
Lectures	4	5	
COURSE CATEGORY	Skills Development		
COURSE TYPE	Elective		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1230/		
ECLASS			

2. TEACHING RESULTS

Teaching Results
Upon successful completion of the course, students will be able to: <ul style="list-style-type: none">effectively use all tools and good practices for developing business plansanalyze the external business environment in depth to develop appropriate market and competition analysis strategiesdevelop appropriate purchase policies for the business under designcarry out realistic financial planningdevelop critical thinking in the investigation of challenges and dynamics for the development of new business
General Skills

3. CONTENT

Week 1: The concept and usefulness of the business plan

Week 2: Business Plan Structure - Key Points in Writing a Business Plan - Staff Summary

Week 3: Analysis of the company's internal environment

Week 4: Analysis of the company's external environment

Week 5: Marketing plan

Week 6: Production and Operations Plan

Week 7: Management Plan - SWOT Analysis



Week 8: Finance plan

Week 9: Financial plan

Week 10: Risk analysis and sensitivity analysis

Week 11: Scheduling milestones for setting up the new business

Week 12: Lean Business Plan

Week 13: Oral presentation - assessment of group work in the form of business plans

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD													
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	<ul style="list-style-type: none">• Use of ICTs in Teaching: Electronic Classroom Management System (Open eClass), presentation editor, teacher's notes in pdf, spreadsheets• Use of ICTs in Communication: Communication with students is achieved using the Electronic Class Management System (Open eClass) and Electronic Mail												
TEACHING STRUCTURE	<table><tr><td>Activity</td><td>Semester Workload</td></tr><tr><td>Lectures</td><td>52</td></tr><tr><td>Projects</td><td>13</td></tr><tr><td>Literature Study and Analysis</td><td>30</td></tr><tr><td>Practice and Preparation</td><td>30</td></tr><tr><td>Course Total (ECTS: 5)</td><td>125</td></tr></table>	Activity	Semester Workload	Lectures	52	Projects	13	Literature Study and Analysis	30	Practice and Preparation	30	Course Total (ECTS: 5)	125
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Course Total (ECTS: 5)	125												
EVALUATION OF STUDENTS	<ul style="list-style-type: none">• 50% final written exam• 40% group written work in the form of a business plan• 10% oral presentation of group work												

5. BIBLIOGRAPHY

Barringer, B.R. (2015) *Preparing effective business plans: An entrepreneurial approach*. 2nd Edition. Upper Saddle River, NJ: Pearson Prentice Hall