

Module description



Clean
Alternative



1. Name of the subject: BUSINESS PLANNING		2. Course code:		
3. Valid in academic year: 2016/2017				
4. Course: MSc (second degree programme)				
5. Type of studies: full time stationery course				
6. Field of study: POWER ENGINEERING				
7. Profile of studies: General academic				
8. Programme: CLEAN FOSSIL AND ALTERNATIVE FUELS ENERGY (KIC INNOENERGY)				
9. Semester: 1				
10. Responsible unit: RIE-3				
11. Lecturer: dr hab. inż. Krzysztof Pikoń				
12. Group of subjects: Specializations subject				
13. Status: Obligatory				
14. Language of instruction: English				
15. Prerequisites: None				
16. Course objectives: This module course will gives students the skills to conduct a feasibility analysis, identify financial requirements, and complete all aspects of the business plan from executive summary to operations and company structure. The module makes students to use in a systematic way business skills to recognize, assess, develop business opportunities in relation to all dimensions covered in the project (market, customer, competition, environment, human and material resources)				
17. Learning outcomes:				
Nr	Description of learning outcome	Method of assessments	Type of classes	Reference to learning outcomes
1	Student is able to describe and explain the common issues that arise in business planning projects management.	Business plan and pitch assessment	project	K2A_W04, K2A_U01
2	Student is able to describe and explain the role and impact of different stakeholders on project planning and execution..	Business plan and pitch assessment	project	K2A_K2A02, K2A_W03
3	Student is able to apply general project business planning tools and techniques.	Business plan assessment	project	K2A_K2A06 K2A_U02, K2A_U03
4	Student is able to perform risk analysis. Student is able to identify the major problems that could arise during project planning and execution. The student is able to take actions in order to avoid risks that could arise.	Business plan assessment	project	K2A_W01, K2A_K2A06, K2A_U05
5,	Student is able to present and defend his own report based on own analyses	Business pitch assessment	project	K2A_U14
18. Type of classes and their duration Project: 30h				

19. Content of the course:

Utilize screening and feasibility tools to effectively conduct a feasibility analysis to determine the worthiness of a potential new business idea.

Complete a business plan including an executive summary, industry and market analysis, a marketing strategy and plan, operations plan, product/service development plan and company structure.

Identify the financial requirements of a new business and develop pro forma financial statements (e.g. income statement, balance sheet, cash flow, etc.)

Business planning is organized in Learning by doing manner. Students receive the introductory classes on principles of business planning and supporting materials including samples and templates of business plans. Then are asked to create business ideas for startups in energy or related sector. In next step students are working on the business plan containing all necessary parts. During this activity the support from teacher is secured in "on demand" manner. Next step is preparation of business pitch. Then students are supposed to produce the final version of business plan and deliver the business pitch to business creation jury. The jury consist of real business creation staff of venture capital organization. This part is performed in cooperation with CC Poland plus, Innoenergy staff responsible for business creation, which helps in assessing the idea, business plan and business pitch quality and is involved in assessment of learning outcomes and OLOs together with assessment of entrepreneurial potential of students.

20. Examination: no**21. Basic literature:**

1. William A. Sahlman, How to Write a Great Business Plan (Harvard Business Review Classics 2008,
2. Creating a Business Plan (Pocket Mentor) by Harvard Business Press (Author).
3. Rhonda Abrams, Successful Business Plan: Secrets & Strategies, June 12, 2014

22. Other reading:

1. Thinking Strategically (Pocket Mentor) Paperback – June 17, 2010, by Harvard Business School Press
2. The 17 Skills Leaders Need to Stand Out, The Harvard Business Review Manager's Handbook
3. Scientific journals available in university network (Scopus, Science direct etc.)

23. Work load of the student necessary to achieve the learning outcomes

Lp.	Type of classes	Number of contact hours / student work
1	Lectures	/
2	Recitations	/
3	Lab	
4	Project	30/30
5	Seminar	
6	Other (participation in consultations associated with project execution)	
	number of hours (subtotal)	30/30

24. Total number of hours: 60**25. Number of ECTS credits: 3****26. Number of ECTS credit points gained during classes (contact hours): 1****27. Number of ECTS credits gained during practice oriented classes (labs, projects): 2**

26. Remarks:

Teaching tools: **learning by doing**

The overall assessment consist of two steps:

1. Check of fulfilling of module LO consequently OLOs criteria.
2. Assessment and grading of the quality of students work and reached LO.

EIT OLOs assessed in the subject :

- Value judgments and sustainability competencies (EIT OLO 1)
- Entrepreneurship skills and competencies (EIT OLO 2)
- Research skills and competencies (EIT OLO 5)
- Intellectual transforming skills and competencies (EIT OLO 6)
- Leadership skills and competencies (EIT OLO 7)

The Method of assessments indicated in point 17 includes assessment of learning outcomes and OLOs

Grading:

Grading formula: $FG = PMWF_{BP} * PMG_{BP} + PMWF_{BPi} * PMG_{BPi}$

Where:

- FG-final grade
- $PMWF_{BP}$ – Business plan part weighting factor – 0,6
- PMG_{BP} – Grade of achieved LOs relevant to business plan criterion
- $PMWF_{BPi}$ – Business pitch part weighting factor – 0,4
- PMG_{BPi} – Grade of achieved LOs relevant to Business pitch

All LO weighting factors associated with part of the module (PM) equal 1.