

Course guide

270682 - VBP - Viability of Business Projects

Last modified: 02/02/2024

Unit in charge: Barcelona School of Informatics
Teaching unit: 732 - OE - Department of Management.

Degree: MASTER'S DEGREE IN INNOVATION AND RESEARCH IN INFORMATICS (Syllabus 2012). (Optional subject).
MASTER'S DEGREE IN URBAN MOBILITY (Syllabus 2020). (Optional subject).
MASTER'S DEGREE IN DATA SCIENCE (Syllabus 2021). (Optional subject).

Academic year: 2023 **ECTS Credits:** 6.0 **Languages:** English

LECTURER

Coordinating lecturer: MARCOS EGUIGUREN HUERTA

Others: Segon quadrimestre:
MARCOS EGUIGUREN HUERTA - 11, 12

PRIOR SKILLS

Having some previous knowledge or experience in business administration is an additional asset

TEACHING METHODOLOGY

During the lectures, classes will be complemented, depending on the subject, with previous examples of companies that enable students to gain practical ideas for the work to be done in the project sessions.

In some cases, theory lectures will include short lectures of entrepreneurs or managers to provide real guidance on how he / she solved problems in specific topics such as the assessment of venture capital bids or in marketing BI services.

Some of the Theory sessions will be prepared and taught to the rest of the class, under the guidance of the professor, by the students themselves.

Regarding project sessions, they will focus on enabling students to build a whole marketing plan and also a financial plan including a solution for the financial structure of the company and its defense in front of possible investors.

LEARNING OBJECTIVES OF THE SUBJECT

1. Being able to analyze the external situation to determine business innovative ideas in the field of BI and BD
2. Around an innovative BI or BD project, being able to build a reasonable and ethically solid business plan
3. Building a solid and convincing speech about a business idea and a business plan
4. Training the students to build a P&L forecast and a forecasted treasury plan for a starting company
5. Understanding and being able to apply the different instruments to finance the company, both debt instruments or private equity and venture capital sources
6. Understand and appreciate the role of the entrepreneur in modern society

STUDY LOAD

Type	Hours	Percentage
Hours small group	36,0	24.00
Self study	96,0	64.00
Hours large group	18,0	12.00

Total learning time: 150 h

CONTENTS

Introduction to the course and key aspects of a business idea

Description:

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The entrepreneur's role in society, characteristics and profile

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Innovation and benchmarking Axis 1) Identification of long-term market megatrends

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Innovation and benchmarking Axis 1) Identification of long-term market megatrends

Innovation and benchmarking axis 2) Technological evolution as a source of ideas. Technology applied to industry.

Description:

Innovation and benchmarking axis 2) Technological evolution as a source of ideas. Technology applied to industry. The case of Business Intelligence

Axis of innovation and benchmarking 3) ethical business models as a source of innovation and ideas

Description:

Axis of innovation and benchmarking 3) ethical business models as a source of innovation and ideas

From the idea to the company. Contents of the business plan. Market research.

Description:

From the idea to the company. Contents of the business plan. Market research.

Competitive advantages. SWOT Analysis

Description:

Competitive advantages. SWOT Analysis

Marketing plan: strategic marketing, distribution and product

Description:

Marketing plan: strategic marketing, distribution and product

Marketing plan: price and promotion strategies

Description:

Marketing plan: price and promotion strategies

The human team in a small innovative company

Description:

The human team in a small innovative company

Need of resources. Building the balance sheet at the beginning of the company

Description:

Need of resources. Building the balance sheet at the beginning of the company

Building a forecasted P&L for the first two years. Cash-Flow

Description:

Building a forecasted P&L for the first two years. Cash-Flow

Revising the initial balance sheet and building the forecasted balance sheet for year one

Description:

Revising the initial balance sheet and building the forecasted balance sheet for year one

Treasury plan, Identifying long and short term financial needs

Description:

Treasury plan, Identifying long and short term financial needs

Conventional long and short term financial instruments

Description:

Conventional long and short term financial instruments

Private equity: founders, fools, friends & family, venture capital. Their limitations. Cautions to be taken and how they work.

Description:

'Private equity': fundadores, 'fools', amigos y familia, capital riesgo. Sus limitaciones. Precauciones a tomar y cómo funcionan.



Presenting the plan to possible simulated or real investors

Description:

Presenting the plan to possible simulated or real investors

ACTIVITIES

Introduction to the course. Key aspects of the business and the entrepreneur

Description:

Introduction to the course and key aspects of business. The entrepreneur's role in society, characteristics and profile.

- Forming working teams
- Reading chapters 1 and 2 "Entrepreneurship"

Specific objectives:

1, 2

Full-or-part-time: 7h

Theory classes: 1h

Laboratory classes: 2h

Self study: 4h

Working on the different innovation axes

Description:

Working around the three axes: market trends, technological innovation and ethical standards, students will discover ways to find innovative ideas sustainable over time.

- Search for possible innovative business ideas around each of the three axes
- Reading the book "Empresa 3.0" at Bibliography

Full-or-part-time: 24h

Theory classes: 1h

Laboratory classes: 2h

Self study: 21h

Shaping the business idea

Description:

Working the concept of competitive advantage and SWOT analysis. Revisiting the structure of a business plan and market research.

- Introducing the initial idea and needs for market analysis
- Read chapters 4 and 5 book "Entrepreneurship"
- Build competitive advantages and our SWOT analysis

Full-or-part-time: 19h

Theory classes: 2h

Laboratory classes: 4h

Self study: 13h

Marketing plan

Description:

Marketing plan: strategic marketing, distribution and product. Marketing plan: price and promotion strategies.

- Definition of marketing strategies in the plan and the pricing and promotion policies
- Read chapters 6 and 7 book "Entrepreneurship" at bibliography

Full-or-part-time: 22h

Theory classes: 4h

Laboratory classes: 8h

Self study: 10h

Human team and formal issues

Description:

Human team and formal issues

- Analysis of a business case on human team efficiency and suitability
- Writing the design for a marketing plan
- Reading chapter 8 book "Entrepreneurship"

Full-or-part-time: 10h

Theory classes: 1h 30m

Laboratory classes: 1h 30m

Self study: 7h

Balance sheet and P&L statement

Description:

- Presenting the marketing plan and the business model,
- Building initial balance sheet
- Read book on "Finance for non financial managers" at bibliography and prepare balance sheets and operating accounts

Specific objectives:

4, 5

Full-or-part-time: 28h 54m

Theory classes: 4h

Laboratory classes: 8h

Self study: 16h 54m

Revising the initial balance sheet and building the forecasted balance sheet for year 1

Description:

- Building their own forecasted balance sheet around provisional business plan figures
- Building an excel file with the business plan data to feed with them the lab session
- Reading the "Finance for non financial managers" book at bibliography

Full-or-part-time: 7h 30m

Theory classes: 1h

Laboratory classes: 2h

Self study: 4h 30m

Definition and theory of the treasury plan. Identifying financial short and long term needs

Description:

- To design their own treasury plan with the provisional data from their business plan
- Reading chapter on venture capital in the book "Entrepreneurship" at bibliography

Full-or-part-time: 8h 30m

Theory classes: 2h

Laboratory classes: 4h

Self study: 2h 30m

Conventional financial instruments, short and long term. Private equity: founders, friends, fools & family, venture capital, their limits, cautions and operational suggestions

Description:

- Preparing the initial proposal for investors to be defended at the final presentation and defining the financial structure of their company based on the business plan data Work on writing the final presentation
- Keeping on reading the "Finance for non financial managers" book mentioned at the bibliography and study for the final presentation

Full-or-part-time: 13h 30m

Theory classes: 1h 30m

Laboratory classes: 2h

Self study: 10h

Presenting the final plan to a jury formed by investors

Description:

Presenting the final plan to a jury formed by investors

Specific objectives:

1, 2, 3, 4, 5, 6

Full-or-part-time: 9h 30m

Laboratory classes: 2h 30m

Self study: 7h



GRADING SYSTEM

The assessment is based on student presentations (in teams) and the defense of the business plan in front of a jury comprising course faculty members and - optionally - another member of the teaching staff, guest professionals and real investors.

Throughout the course there will be five evaluative milestones:

- The presentation of the innovative business model,
- The presentation of the marketing plan,
- The presentation of the business plan as a whole, that will include an evaluation about ethics and sustainability of the project,
- The analysis of the financial plan and the proposal to investors.
- A lecture on a selected topic to be given by the students.

The presentation simulates a professional setting. Accordingly, the following aspects will also be assessed: dress, formal, well-structured communication, etc.

In order to be able to publicly defend the business plan, students must have attended at least 70% of the classes and teams must have delivered on time the activities that have been planned during the course. The plan is the result of teamwork, which will be reflected in the grade given to the group as a whole. Each member of the group will be responsible for part of the project and might be graded individually on his or her contribution.

This approach is designed to foster teamwork, in which members share responsibility for attaining a common objective.

BIBLIOGRAPHY

Basic:

- Hisrich, R.D.; Peters, M.P.; Shepherd, D.A. Entrepreneurship. 12th ed. New York: McGraw-Hill, 2024. ISBN 9781266264139.
- Tuller, Lawrence W. Finance for non-financial managers and small business owners. 2nd ed. Adams Business, cop. 2008. ISBN 9781598691641.