



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Business plan development [S2TIIZM1E>TB]

Course

Field of study

Information Technology for Smart and Sustainable Mobility

Year/Semester

1/1

Area of study (specialization)

–

Profile of study

general academic

Level of study

second-cycle

Course offered in

English

Form of study

full-time

Requirements

elective

Number of hours

Lecture

0

Laboratory classes

0

Other

0

Tutorials

16

Projects/seminars

0

Number of credit points

1,00

Coordinators

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Lecturers

Prerequisites

Student has a basic knowledge of economic relations and the basics of entrepreneurship Student is able to associate and integrate the information, analyze the phenomena occurring in the environment, draw conclusions, formulate and justify opinions Student is aware of the social and economic importance of financial management and raising funds for various types of projects

Course objective

The aim of the course is to equip students with practical skills in developing a business plan, which serves as a foundation for starting and running a business or implementing an investment project. The course is designed to develop entrepreneurship, analytical thinking, and the ability to make business decisions based on market and financial data.

Course-related learning outcomes

Knowledge:

The student demonstrates knowledge of the economic, legal, and other conditions affecting the operations of companies in the transport sector

The student has basic knowledge of management, business operations, and individual entrepreneurship

Skills:

The student is able to obtain information from literature, databases, and other sources, integrate it, interpret and critically evaluate it, draw conclusions, and formulate well-justified opinions

The student is able to use methods of macro- and micro-environment analysis as well as enterprise analysis to formulate and solve research problems in the area of financial management

The student is able to prepare a basic business plan for an enterprise or an investment project

Social competences:

The student understands the importance of using the latest knowledge in solving research and practical problems as well as in preparing strategic documents

The student is aware of the need to develop their professional achievements and to adhere to the principles of professional ethics

The student is prepared to think and act in an entrepreneurial manner

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Discussion and participation during classes. The lecture is passed by completing a multiple-choice test, possibly including additional open-ended questions. The passing threshold is 50%. The tutorial is passed based on the preparation of a business plan.

Programme content

The essence and structure of a business plan, methods of market analysis, approaches to defining strategic goals, financial planning, and evaluating the profitability of a venture.

Course topics

1. Introduction to the business plan - the role and importance of a business plan in economic activity; objectives and target audience of the business plan.

2. Structure of the business plan - discussion of the main components: executive summary, company description, market analysis, marketing strategy, operational plan, organizational plan, financial plan, SWOT analysis.

3. Market and competition analysis - identification of the target group, assessment of customer needs, competition analysis, demand forecasting.

4. Marketing strategy - creating the product offer, pricing, selection of distribution and promotion channels.

5. Operational and organizational plan - determination of resources (human, technical, spatial), organizational structure, and project implementation schedule.

6. Financial plan - revenue and cost forecasting, profit and loss account, balance sheet, cash flow analysis, financial ratios.

7. Profitability assessment of the venture - risk identification, break-even point analysis.

8. Preparation of an individual business plan - individual or group project work on a business plan for a selected venture.

Teaching methods

Preparation of individual components of the business plan. Independent project work under the supervision of the course instructor.

Bibliography

Basic:

Barrow, C., Barrow, P., Brown, R. The Business Plan Workbook. Kogan Page, latest edition.

McKeever, M. How to Write a Business Plan. Nolo Press, latest edition.

Abrams, R. The Successful Business Plan: Secrets & Strategies. The Planning Shop, latest edition

Additional:

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Breakdown of average student's workload

	Hours	ECTS
Total workload	30	1,00
Classes requiring direct contact with the teacher	16	0,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	14	0,50