

Modul-Nr./ Module-Code	BMSIB6300	
Modulbezeichnung / Module title	Business Plan (Markets and Communication)	
Semester or Trimester	6 th	
Dauer des Moduls / Duration of the module	1 semester	
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Major (Elective)	
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Sub-modules	BMSIB6310 Strategic Planning BMSIB6320 Technical Planning	
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)	
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses	
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The Module "Business Plan" builds on the knowledge acquired in previous studies in all relevant fields, ranging from research, planning, marketing, personnel, management, organization, to cost accounting and financing. By applying the acquired skills to a practical example, students are encouraged to see the interrelatedness and the interdependencies between all the subjects.	
Modulverantwortliche/r / Lecturer in charge of the module	Prof. Dr. Axel Noack	
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Axel Noack Prof. Dr. Marcus Scheibel	
Lehrsprache / Language of Instruction	English	
Zahl der zugeteilten ECTS credits / Number of ECTS credits	3 2	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)	
SWS / Semester periods per week	2 2	4
Art der Prüfung / Assessment methods	BMSIB6310: Dokumentation (3.000 words) with a presentation (20 minutes) BMSIB6320: Dokumentation (3.000 words)	
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %	
Qualifikationsziele des Moduls / Learning outcomes of the module	<u>Knowledge & Understanding:</u> By writing and modelling a professional business plan in a real-life scenario and presenting and defending it to a critical audience, previous theoretical knowledge should be transferred firmly to practical skills. <u>Applying knowledge and understanding</u>	

	<p>Students have to come to terms with situations where they have to make decisions with limited resources and information but still plan a future path that leads to sound business development.</p> <p><u>Making judgements</u> Lectures, case studies, class discussions, projects</p> <p><u>Communication</u> Presenting and defending a business plan is an indispensable skill to be acquired in the course</p> <p><u>Learning skills</u> The course prepares students to make business decisions in a dynamic environment, by analyzing situations thoroughly, often on the basis of limited information, making sound decisions and implementing those in a competitive setting.</p>
Inhalte des Moduls / Syllabus	<p>BMSIB6310: Products and Services - Sustainable Competitive Advantage - Creating Customer Value - Market Analysis - Distribution Management – Communication Management - Pricing and Revenues - Organization and Management.</p> <p>BMSIB6320: Financial Planning - Cost Accounting - Excel model - Interdependence of Income Statement, the Balance Sheet and the Cash Flow Statement.</p>
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	<p>BMSIB5210: Combination of lectures & seminars, (case studies, class discussions, projects.)</p> <p>BMSIB5220: Seminars with practical exercises in the PC-Lab; case studies</p>
Besonderes / Special features	-
Literatur / Literature	<p>BMSIB6310:</p> <ul style="list-style-type: none"> • Aldrich, H.E.; Auster, E., 1986, „Even Dwarfs Started Small“, in: Research in Organizational Behaviour • Drucker, Peter, 1985, Innovation and Entrepreneurship • Faltin, G., 2012, Kopf Schlägt Kapital • McKeever, M., How to write a Business Plan.

	<ul style="list-style-type: none">• Osterwalder, A; Pigneur, Y; 2012, Business Model Generation
	BMSIB6320: Day, A. L., 2012,: Mastering Financial Modelling in Microsoft Excel - A Practitioner's Guide to Applied Corporate Finance, FT Press