



DEPARTMENT OF ECONOMY AND SOCIETY

FEG110 Business Planning for High-Growth Start-Ups, 7.5 credits

Affärsplanering för tillväxtföretag, 7,5 högskolepoäng

First Cycle

Confirmation

This course syllabus was confirmed by Department of Economy and Society on 2013-02-19 to be valid from 2013-01-19.

Field of education: Social Sciences 100%

Department: Department of Economy and Society

Position in the educational system

The course is given as a freestanding course at first cycle level and can be read without earlier higher education studies in the field

The course can be part of the following programme: 1) Software Engineering and Management, Master's Programme (N2SEM)

Main field of studies

Business Administration

Specialization

G1N, First Cycle, has only upper-secondary level entry requirements

Entry requirements

General entry requirements

Learning outcomes

On successful completion of the course the student will be able to:

1. Through the business plan demonstrate ability to develop an early business concept including to convince about customer value, business model, market and analysis of the competitor, organisation, competence need, profitability assessment, funding need and possible protection positions.

2. Demonstrate ability to in teamwork acquire, utilise and integrate knowledge in the form of a convincing business plan

3. To through participation on workshops and through the business plan develop skills to present and communicate central values around a future business

Course content

The course offers knowledge to create and develop growth businesses with special emphasis on practical skills in retrieving a business concept for startups. You obtain knowledge in how you create a clear value offer with your potential customer in focus. The aim of the course is that the student develops knowledge and skills around the creation and the development of growth businesses through application of the different components that lie behind a business plan. The teaching is given in the form of compulsory workshops that aim to through an active participation increase the knowledge of questions that inter alia concern team composition, funding and how one starts a company practically.

The course contains a web-based virtual learning environment, compulsory workshops and a process for submission of a business plan. Aspects that are treated in the course are:

1. Business concept, customer value & business model
2. Steering group & organisation
3. Marketing strategy
4. The entrepreneur as leader
5. Sale
6. Profitability assessment, presentation & funding
7. Sustainable enterprise
8. Implementation level and risks

Form of teaching

The course is assessed through compulsory attendance at a number of workshops specified in course memos and submissions connected to Venture Cup Wests competition. Due to the design of the course and of resource reason can the course only be assessed within the scope of the course instance. Delayed submissions are not observed. If a business plan is not approved so, student must submit new business plan around other business in the next competition round for passed course. Approved participation on a workshop applies in three years, provided that course and competition are carried out.

A maximum of three course participants may be in each group.

Language of instruction: Swedish

Assessment**Grades**

The grading scale comprises: Fail (U), Pass (G).

The course is graded with Fail (U) or Pass (G). For the grade of Pass, it is required that all intended learning outcomes are passed, which implies that it is required - attendance at a number of training sessions that are specified in the course PM or submission of supplementary assignments about sufficient attendance not could been shown - participation in the Venture Cup competition through submitted and passed business concept and business plan according to Venture Cups competition process. A maximum of three participants may be in each group. Delayed submissions are not observed. However, failed but in time submitted business concepts and/or business plans can be supplemented and assessed separately.

Course evaluation

The course is evaluated in writing of the course participants through a questionnaire that is administrated by Venture Cup. The course participants' submitted contributions to Venture Cup are assessed by Venture Cups jury that also replies for feedback to the participants regarding the contributions.

Additional information

The course is given in cooperation between Venture Cup, Chalmers, School of Economics and Sahlgrenska Academy. The written assignments of the course follows Venture Cups competition component for entrepreneurs to go through to formulate a thorough business concept.