

FABIO CIAPONI

Programme of “Metodologie e Determinazioni Quantitative d’Azienda” “Businnes Plan”		
Number of ECTS credits: 6		
AMMINISTRAZIONE, ECONOMIA E FINANZA, 2 nd year , 2 nd semester Teacher: Fabio Ciaponi		
1	Course objectives and Learning outcomes	<p>The objective of this course is to enable students to translates business ideas into business plan.</p> <p>The course provides a practical, step-by-step instruction in how to develop a business plan for a small business start-up or expansion. Upon completion this Plan can be submitted to a financial institution or private investor for funding or used for implementation. Emphasis on importance of the plan components, format, marketing and financial projections and analysis.</p>
2	Dublin descriptors	<p>Topics of the module include:</p> <p>Part 1</p> <ul style="list-style-type: none"> • Strategic Planning • Executive Summary • Product and Service Description • Market Analysis • Marketing and Sales Strategy • Investments Strategy <p>Part 2: Financial Plan</p> <ul style="list-style-type: none"> • Financial Plan • Break Even Analysis • Projected Profit and Loss • Projected Cash Flow - The Lifeblood of Your Business • Projected Balance Sheet • Business Ratios
3	Prerequisites and learning activities	<p>The student must know the basic notions contained in the exams Economia Aziendale and Ragioneria Generale ed Applicata</p>
4	Teaching methods and language	<p>Lectures and exercises. Language: Italian</p> <p>Ref. Text books handouts provided in class</p>
5	Assessment methods	<p>Written exam.</p>