

## BUSINESS PLAN: COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	ECONOMIC SCIENCES		
<b>ACADEMIC UNIT</b>	ACCOUNTING AND FINANCE		
<b>LEVEL OF STUDIES</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>AF 707</b>	<b>SEMESTER</b>	6th
<b>COURSE TITLE</b>	BUSINESS PLAN		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
Lectures and Practice Exercises	3	5	
<b>TOTAL</b>	3	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	Specialty Course (M.E.)		
<b>PREREQUISITE COURSES:</b>	NO		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	GREEK		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	IT CAN BE OFFERED		
<b>COURSE WEBSITE (URL)</b>			

### (2) LEARNING OUTCOMES

<p><b>Learning outcomes</b> <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>
<ul style="list-style-type: none"> <li>• Understanding the creation of a business plan.</li> <li>• The application of different ways of financing in a business plan according to the needs of the company.</li> <li>• The evaluation of the appropriate marketing tactics based on the needs of the market.</li> <li>• Understanding the advantages and disadvantages of the company as well as its prospects.</li> <li>• The ability to predict business development</li> </ul>
<p><b>General Competences</b> <i>Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?</i></p>

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i> <i>Adapting to new situations</i> <i>Decision-making</i> <i>Working independently</i> <i>Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Production of new research ideas</i>	<i>Project planning and management</i> <i>Respect for difference and multiculturalism</i> <i>Respect for the natural environment</i> <i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Criticism and self-criticism</i> <i>Production of free, creative and inductive thinking</i> ..... <i>Others...</i> .....
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The student with the integrated theoretical training and acquisition of specific knowledge and skills is expected to be able to proceed with:

- Create a business plan
- To create a financial framework for the company
- To suggest best practices for the development of the business.
- To suggest appropriate financial tools for the company

### (3) SYLLABUS

The syllabus of the course can be adapted according to the needs of the course.

Basic lines are:

- What is a business plan?
- What is the methodology of preparing a business plan
- Business plan financing and financial analysis
- Funding programs
- Business plan examples

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<p><b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i></p>	Face-to-face and Distance learning	
<p><b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	Learning process support through the electronic platform e-class	
<p><b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<p><b>Activity</b></p>	<p><b>Semester workload</b></p>
	Lectures 27	50
	Practice Exercises 27	50
	Independent Study 54	50
	Course total	<b>150</b>
<p><b>STUDENT PERFORMANCE EVALUATION</b> <i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>I. The evaluation of students is done in two ways:            I1. Preparation of Assignments (30%). The elaboration of a work requires intensive engagement of the student with the subject.            I2. Written final exam (70%).            II. Language of Assessment: Greek.</p>	

#### (5) SUGGESTED BIBLIOGRAPHY

<p>- Suggested bibliography:</p> <p>US Small Business Association, <i>Write your Business Plan</i>, <a href="https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan">https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan</a></p> <p>Noah Parsons, 2021, <i>How to write a business plan in 2021</i>, <a href="https://articles.bplans.com/how-to-write-a-business-plan/">https://articles.bplans.com/how-to-write-a-business-plan/</a></p> <p>Desirae Odjick, 2021, <i>Need a Roadmap? Here's How to Write a Business Plan You'll Actually Use</i>, <a href="https://www.shopify.com/blog/business-plan">https://www.shopify.com/blog/business-plan</a></p> <p>Entrepreneur Europe, 2021, <i>How to write a business plan</i>, <a href="https://www.entrepreneur.com/article/247575">https://www.entrepreneur.com/article/247575</a></p> <p>- Related academic journals:</p>
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