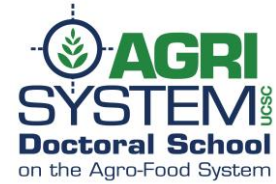




UNIVERSITÀ
CATTOLICA
del Sacro Cuore



BUSINESS PLANNING PRINCIPLES AND TOOLS

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Course Aims

The course of Business Planning Principles and Tools aims to provide a comprehensive overview of essential business concepts. Particularly, the overall aim is to equip students with both the foundational knowledge and practical skills required to plan, develop, and execute effective business strategies.

Methodology

The course is highly interactive and adopts a student-centered approach mixing various teaching methods (theory sessions, class discussions, practical applications). At the end of the course, students will be assessed based on a 30-minutes final test covering the topics of the course.

Course description

The course is structured into three parts:

Introduction to Management: An exploration of foundational management principles, firm structure, and the basics of business strategy, including sources of competitive advantage, Porter's competitive strategies, and the business formula. Connected to this, the course session also explores the strategic tools to analyze the target market, its sources of competition and its potential.

Analysis of Firm Performance: A deep dive into financial analysis tools, including understanding the P&L statement and balance sheet, to assess firm performance.

Business Planning: The course concludes with a practical session on crafting a business plan, introducing its structure, objectives, and key contents. During this session, students apply their learning through group work, utilizing the Business Model Canvas to develop and refine a business idea or project. The plan is presented at the end of the session through a pitch-presentation.

Recommended texts

Power point presentations provided by the instructor.