



## **PREPARATION OF A BUSINESS PLAN**

**4 ECTS**

**AGH University of Science and Technology**

**Course responsible: Dr. Artur Wyrwa**

### **Course overview**

The main objective of the course is to bring the entrepreneurship component to the students by teaching them how to prepare a business plan for a project in the power sector.

The course consists of introductory lectures and a project. During introductory lectures students will be acquainted with the most important issues in business planning i.e. vision, description of the business, economic analysis and business plan preparation and presentation. Lectures will concern the following subjects:

- Introduction to business planning. What is the business plan and what is it used for. Discussion of the golden rules to keep in mind in writing a business plan.
- Introduction to business model. Determination of the value chain, vision and targets.
- Description of the business. The product/service, market description. Presentation of the case studies.
- Economic analysis. Discounting, NPV, IRR, revenue and cost models, cash flow calculation.
- Presentation of templates for preparation of the project of the business plan and financial calculations.

Project: the students will prepare and defend a business plan.

During preparation period, the students will be given consultations (on campus or, on demand by distance learning). The teaching material will be available at the following website: <http://home.agh.edu.pl/~awyrwa>

The course will be finalized by two meetings. During the meetings all students will present and defend the prepared business plans.

### **Outcome of the course**

After this course the student should be able to

- Determine the value that business brings to clients.
- Analyse the market for the product/service.
- Make profitability calculations for projects.

- Write a business plan.
- Present it to potential investors.

**Course coordinator & teachers**

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