



INTERNATIONAL  
HELLENIC  
UNIVERSITY

DEPARTMENT OF  
BUSINESS ADMINISTRATION

Serres Campus  
Terma Magnesias, 62124, Serres - Greece

## **COURSE DESCRIPTION**

### **BUSINESS PLANNING AND ENTREPRENEURSHIP**

**Semester:** 7th

**Lectures:** 3 hours per week

**ECTS:** 5

#### **Course objective:**

The objectives of this course are:

- Demonstrate the usefulness of infrastructure and specialty courses as tools for business planning.
- To enable students to identify the need to limit business risk through the use of scientific methods.
- To get students familiar with the methodology of preparing a business plan.
- Understand students the usefulness of the project, under uncertainty, as a binding document for all involved.

#### **Learning outcomes:**

Upon completion of the course, students should be able to:

- Develop Business Plans to implement their own business ideas, either as entrepreneurs or as self-employed.
- Work as members of business groups in the private and wider public sector.
- Work as drafts of business plans on behalf of private and wider public sector business groups.

#### **Course content:**

- The concept of Planning
- Creating the Business Idea
- The «wording» of the Business Idea

- Business Idea Pre-Evaluation
- Setting up a Business Enterprise
- Choice of Legal Form
- Individual Projects
- Documentation
- Funds for Business Participations
- Support structures
- Capital structure.

**Exam method:**

- Case study analysis