

**Course title:** Business Planning  
**Course (title):**

**Semester:** 6  
**Semester:**

**Number of  
hours** 28  
**Hours:**

**Type of LV:** ILV  
**Type:**

**Lecturer (name):**  
**Professor / Lecturer** Steinacher Bernhard  
**(name):**

**Curriculum:** Goals  
**Syllabus:**

This course focuses on questions of business planning and its practical applications. In addition to an overall view of business management, the focus is on acquiring practical methods. In addition, students will gain a better understanding of the importance of a business plan, both when setting up a company and in ongoing business processes.

These topics are deepened through the development of an own business plan including a presentation.

#### **Contents**

Fundamentals of strategic management  
Building a company according to Hinterhuber  
Functions, structure and contents of a BP  
Reasons for BP's tops and flops  
Requirements for self-employment  
Numerous practical examples for illustration

**Previous knowledge:**  
**Precognition:**

**Literature:** Hammer, R. (2012): Leadership-orientated business administration. Vienna.

Hinterhuber, H. (2015): Strategic corporate management. I. Strategic thinking. 7th, fundamentally revised. ed. Berlin.

Hofmeister, R. (2013): The business plan. Checking the business idea. Plan company foundation. Secure financing. 3rd, updated and expanded ed. Vienna

Lombriser, R./Abplanalp, P. (2005): Strategic Management. Develop visions - implement strategies - and build up potential for success. Zurich

**Exam:** Final Presentation

- Written elaboration and presentation of a BP based on the contents taught in the course 70%

Group work as part of the ILV (max 2 persons) 20%

Active participation in the individual meetings: 10%

**Clef:**

1 very good = 100-93%

"Very good" is awarded to performance that goes far beyond the standard.

the extent to which the essential requirements have been met and a clear

Independence or the ability to apply knowledge independently and skills for new tasks.

2 good = 92-83%

"Good" is awarded to performance that goes far beyond the standard.

the essentials have been fulfilled and noticeable approaches to independence or, with appropriate guidance, the ability to to apply knowledge and skills to new tasks.

3 satisfactory = 82 -70%

"Satisfactory" is awarded to performance that is not satisfactory in the essential areas have been fully complied with; deficiencies in the implementation of the offset by noticeable approaches to independence.

4 sufficient = 69-50%

Performance is to be assessed as "satisfactory" if it is in the essential areas of have been largely fulfilled.

5 not sufficient= < 50%

"Unsatisfactory" is awarded for performance that does not fulfil the

students do not even fulfil all the requirements for the assessment with

"Sufficient" fulfilled."