Datenkontrollblatt zur Veranstaltung:

10585030 Seminar: Business Plan (Bachelor) - Sommersemester 2027

Grunddaten:			
Nummer:	10585030	**Titel:**	Seminar: Business Plan (Bachelor)
Kurztext:	12-BPS	**Langtext:**	
Kurzkommentar:		**Eindeutige Bezeichnung:**	
Organisationseinheit:	Lehrstuhl für Betriebswirtschaftslehre, Unternehmensgründung und Unternehmensführung	**Sprache:**	english
Veranstaltungsart:	Seminar	**Angebotsfrequenz:**	nur im Sommersemester
Credits:		**SWS:**	2.00

Studiengänge (Abschluss und dazugehörige Fächer):

- **Bachelor (1 Hauptfach)** in den Fächern: Digital Business & Data Science,Wirtschaftsinformatik,Wirtschaftsmathematik,Wirtschaftswissenschaft
- **Bachelor (1 Hauptfach, 1 Nebenfach)** in den Fächern: Wirtschaftswissenschaft
- **Exchange Austauschprogramm** in den Fächern: Wirtschaftswissenschaft
- **Master (1 Hauptfach)** in den Fächern: China Business and Economics

Modulzuordnung:

110223	12-BPS-192-m01	Business Plan Seminar
130897	12-BPS-211-m01	Seminar: Business Plan
142170	12-BPS-242-m01	Seminar: Business Plan

Zeitraum in dem Studierende die Veranstaltung belegen können:

S-Allgemeine Belegung 4ZZ (manuelle Verteilung); von 01.04.2027 bis 30.09.2027

Weitere Details:

Inhalte:	**"Business Plan Seminar"** Mastering business models and business plans is essential to create trailblazing startups, but also to excel in other careers, for instance in established companies, non-for profit organizations, or the public sector. A business model describes the rationale of how an organization creates, delivers, and captures value (Osterwalder and Pigneur, 2010: 14). A business model also prepares the ground for a full-blown business plan. In this seminar, you will work in teams to develop a business model and a business plan for your own business idea or a notional one. There will be two optional 'sparring sessions' with your module convenor to challenge and enhance your business model and business plan drafts, respectively.
Lernziele:	On successful completion of this module you will be able to: • Apply standard concepts for business modelling and business planning • Assess the role of business models and business plans for the development of startups and established companies • Make judgements about the design of business models and business plans
Literatur:	Osterwalder A, Pigneur Y. 2010. *Business model generation: A handbook for visionaries, game changers, and challengers*. Wiley: Hoboken, N.J.
Empfohlene Voraussetzung:	**WueCampus** Accepted supervisees will be automatically enrolled to a WueCampus room with further information. **Language** English and/or German **Schedule** February 2027: Introduction session via Zoom 27th August 2027 (11:55 pm): Submission of essays and pitch videos via WueCampus (if unavailable, and only then, via email to bwl8@uni-wuerzburg.de) **Late submission policy** Late submissions have to be handled according to ASPO 2015 §21(4). Essentially, this means that a late essay or presentation will be marked as a fail unless the student can provide evidence that he or she was not responsible for the late submission. **Mnemonic (module can be credited as)** 12-BPS 12-BPLAB 12-RES
Zielgruppe:	Bachelor students

Zu erbringende Prüfungsleistung:	Essay (66%) – 10-15 A4 pages per student. The essay outlines the business model and the business plan and also answers a list of questions provided by us. Presentation (34%) – elevator pitch video of up to 3 minutes The assessment criteria for the **essay** are (all criteria carry equal marks): The assessment criteria for the **essay** are: *(1) Goal achievement* (40%): To what degree has the research question been effectively and efficiently addressed? *(2) Methodological rigor* (40%): To what degree has the best available approach, both in terms of theory and empirics, been applied to address the research question? *(3) Formal quality* (20%): To what degree is the essay clearly structured, well-formatted, well-written, and without formal flaws (e.g., typological and grammar mistakes)? The assessment criteria for the **presentation** are (all criteria carry equal weights): *(1) Quality of presentation* (50%): To what degree has the presenter made the main points of the presentation understood, in particular through well-designed slides as well as verbal and non-verbal (e.g., body language) presentation skills? *(2) Quality of addressing the research question* (50%): To what degree has the presenter addressed the main research question?
Zu erbringende Studienleistung:	**Work load** Self-study: 150 hours Total: 150 hours (5 ECTS á 30 hours)

Datenkontrollblatt zur Veranstaltung:

10585030 Seminar: Business Plan (Bachelor) - Sommersemester 2027

(Semesterabhängige Veranstaltung)

Seminar: Business Plan (Bachelor) (1. Parallelgruppe) - Sommersemester 2027

Semesterwochenstunden: 2 Lehrsprache: english, findet statt

Verantwortliche Dozenten: Walter, Sascha; Klein, Anna-Maria

Wochentag:	von:	bis:	Akad.Zeit:	Rhythmus:	Startdatum:	Enddatum:	Raum:	Gebäude:	Durchführende Personen:
				nach Vereinbarung					-Klein, Anna-Maria
Bemerkung zum Termin:									