

MGT4305: DEVELOPING AND PRESENTING A BUSINESS PLAN

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Developing and Presenting a Business Plan

Subject Code

MGT - Management

Course Number

4305

Academic Unit

Management (MGT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide students with the knowledge and skills needed to generate a business idea, explore and analyze the feasibility of that idea, craft a viable business model based on that ideas, and ultimately to develop a presentable business plan for a product or service to capitalize on that idea.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the steps involved in the process of transforming a business idea into a business venture, and challenges associated with the process.	20	x	x	
2	Generate a new product or service idea and analyse its feasibility.	15	x	x	
3	Identify a viable business model for a new product or service.	15	x	x	x
4	Generate a comprehensive business plan for a new venture or a significantly-changed existing venture.	30		x	x
5	Effectively present a business plan to potential investors and other stakeholders.	20		x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Short lectures	Students will learn from a series of short lectures which will describe and explain the process from generating a business idea to developing and presenting a business plan. Entrepreneurs may be invited to be guest speakers in order to share their experiences.	1, 2, 3, 4, 5 up to 1.5 hrs

2	Discussions, exercises and assignments	Students will have the opportunity to analyze and evaluate practical issues related to i) the generation of a business idea, ii) the elaboration of an idea into a viable business model, iii) the development of a business model into an investment-attractive business plan, iv) the presentation of a business plan to potential investors and other appropriate stakeholders, v) the transformation of a business plan into a real-world venture. Activities may include reports and presentations, critiques of existing plans, discussions of cases and issues related to different aspects of business model and plan development, and reflections on the challenges at different stages of the business plan development & presentation process.	1, 2, 3, 4, 5	up to 1.5 hrs
3	Consulting and advice to students	Students will generate an idea for a product or service, develop it into a viable business model, and then craft an investment-attractive business plan. Students will be encouraged to participate in local or international business plan competitions.	1, 2, 3, 4, 5	up to 1 hr

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Business Idea and Model Reports and/or Presentations (individual and group)	2, 3	20	Short written and/or verbal reports to present and evaluate new business ideas and business models.

2	Business Plan Report and Presentation (group)	4, 5	50	Students will develop feasible ideas into investment-attractive business plans.
3	Class participation and reflection on discovery and learning (individual)	1	30	Students will be asked to critique the business ideas, models and plans of others, and to reflect on their discovery and learning experience.

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

- Generating a Business Idea
- Crafting a Business Model
- Developing a Business Plan
- Presenting the Business Plan
- Reflecting on the Learning Experience

Criterion

Quality

Excellent (A+, A, A-)

Exhibits mastery of the key principles and practices as well as tools and techniques presented and discussed in class. Demonstrates the ability to select and apply effectively appropriate tools and techniques to generate a business idea, craft a business model, develop and present a business plan, and reflect on their learning experience.

Good (B+, B, B-)

Exhibits good knowledge of most principles and practices as well as tools and techniques presented and discussed in class. Demonstrates the ability to select and apply appropriately most of the tools and techniques to generate a business idea, craft a business model, develop and present a business plan, and reflect on their learning experience.

Fair (C+, C, C-)

Exhibits knowledge of most key principles and practices as well as tools and techniques presented and discussed in class. Demonstrates the ability to select and apply many of the basic tools and techniques to generate a business idea, craft a business model, develop and present a business plan, and reflect on their learning experience.

Marginal (D)

Exhibits limited knowledge of the. key principles and practices as well as tools and techniques presented and discussed in class. Demonstrates a limited ability to select and apply the tools and techniques to generate a business idea, craft a business model, develop and present a business plan, and reflect on their learning experience.

Failure (F)

Little evidence of familiarity with the subject matter; weakness in developmental, analytic and/or communication skills; limited or irrelevant use of key tools and techniques.

Part III Other Information

Keyword Syllabus

Generating ideas; Feasibility of ideas; Successful business models; Developing a business plan; Industry research; Market research; Product positioning; Financial considerations; Presenting a business plan.

Reading List

Compulsory Readings

Title	
1	Barringer, Bruce R. Preparing Effective Business Plans: An Entrepreneurial Approach, Pearson.
2	Osterwalder, A., & Pigneur, Y. Business model generation: a handbook for visionaries, game changers, and challengers (latest version). John Wiley & Sons.
3	Aulet, B. Disciplined entrepreneurship workbook (latest version). John Wiley & Sons.

Additional Readings

Title	
1	Other required readings, articles, and online resources specified by the instructor.