



COURSE: BUSINESS PLAN FOR AGRICULTURAL AND FOOD FIRMS			
ACADEMIC YEAR: 2019/2020			
TYPE OF EDUCATIONAL ACTIVITY: FREE CHOICE			
TEACHER: Adele Coppola			
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phone:		mobile:	
Language: Italian			
ECTS: 6 (5 lessons and 1 tutorials/practice)	n. of hours: 56 (40h lesson and 16h tutorials/practice)	Campus: Potenza School: SAFE Program: Second Cycle in Food Technology	Semester: I
EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES			
<p>The course covers topics related to the business plan with detailed reference to firms operating in the agri-food sector. The goal of the course is to provide students with the knowledge of the basic elements involved in the planning and in the economic and financial analysis of a business project.</p> <ul style="list-style-type: none"> - Knowledge and understanding: knowledge and understanding of problems related to the drafting of a business plan and to the analysis of economic viability of an investment project with reference to the agri-food sector. - Applying knowledge and understanding: ability to identify the relationship between firm's choices and economic and financial issues, to assess the economic viability of a firm's project, to draft a business plan and to use the App <i>Business Plan on Line</i> of ISMEA. - Making judgements: ability to assess with autonomy of judgment the conditions of economic, financial and patrimonial balance of an entrepreneurial initiative. - Communication skills: ability to present the business idea in a clear and complete way, to communicate the essential aspects of the business plan and to communicate in a simple way the economic effects of the choices identified in the business plan. - Learning skills: ability on how to use the main textbooks and technical and scientific sources in order to constantly advance scientific and cultural personal skills and how to use the official databases to prepare a market analysis and a business study. 			
PRE-REQUIREMENTS			
<p>The following skills are needed:</p> <ul style="list-style-type: none"> - basic concepts on market supply and demand - basic knowledge of financial mathematics. 			

<p>SYLLABUS</p> <p>1- Objectives and contents of the Business Plan (2 hours theoretical lessons)</p> <ul style="list-style-type: none"> - Why to make a Business Plan. - The structure of a Business Plan. <p>2 – Market analysis (8h theoretical lessons)</p> <ul style="list-style-type: none"> - Demand analysis - The sector analysis: the competitors <p>3 - The economic and financial structure of the company (8h theoretical lessons +4h classroom tutorials)</p> <ul style="list-style-type: none"> - The income statement - The balance sheet - Indicators analysis. <p>4 – The firm’s balance (8h theoretical lessons)</p> <ul style="list-style-type: none"> - Financial requirements - The correlation between financial requirements and coverage: the analysis of the source-use structure - Covering financial needs from internal sources - Financial dynamics: cash flows generated by operations. <p>5 -The analysis and assessment of investments (8h theoretical lessons +4h classroom tutorials)</p> <ul style="list-style-type: none"> - The amortization plan - The assessment of investment profitability <p>6 - The ISMEA Online Business Plan (6h theoretical lessons +8h classroom tutorials)</p>
<p>TEACHING METHODS</p> <p>The course provides 40 hours of theoretical lessons and 16 hours of guided classroom tutorials.</p>
<p>EVALUATION METHODS</p> <p>The aim of examination is to verify the student achieved skills as previously listed.</p> <p>The examination consists in an oral presentation of a Business Plan drawn up by the students. The evaluation of the students' preparation will take into account the ability to analyse the market and budget issues and on the ability to evaluate the relationships between project choices and economic-financial aspects.</p> <p>The evaluation will also be based on course attendance and the level of active participation in the lessons.</p>
<p>TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL</p> <p>The course material is constituted of selected material from reference textbooks and handouts in electronic format stored on a document cloud which will made accessible to the students.</p> <p>The recommended textbooks, to further deepen the topics covered in the course, are the following:</p> <p>“Il Business Plan”, di A. Borello, McGraw-Hill</p> <p>“Economia dell’impresa”, Beretta Zanoni A. e B. Campedelli, Il Mulino.</p>
<p>INTERACTION WITH STUDENTS</p> <p>At beginning of the course the lecturer will explain to students the educational goals, the expected learning outcomes, the course syllabus (structure/organization), the evaluation methods and the reference textbooks. Subsequently the students who will attend assiduously the course are asked for their name, surname and E-mail. After each lecture, related documents in electronic format will be available on a document cloud accessible to the students.</p> <p>The lecturer will be available to receive students Monday (15.00-17.00) and Thursday (11.00-13.00) and/or even in other days preferably after an e-mail contact.</p>
<p>EXAMINATION SESSIONS (FORECAST)¹</p> <p>10/2/2020, 9/3/2020, 6/4/2020, 18/5/2020, 15/6/2020, 13/7/2019, 7/9/2020, 12/10/2019, 11/11/2020, 14/12/2020, 18/1/2021.</p>
<p>EVALUATION BOARD</p> <p>Adele Coppola (President), Mario Cozzi (Member), Gabriella Nicastro (Member).).</p>
<p>SEMINARS BY EXTERNAL EXPERTS YES <input checked="" type="checkbox"/> NO <input type="checkbox"/></p>
<p>FURTHER INFORMATIONS: Nothing</p>

¹ Subject to possible changes: check the web site of the Teacher or the School for updates.



**SCUOLA DI SCIENZE
AGRARIE, FORESTALI,
ALIMENTARI
ED AMBIENTALI**