

Agenda Day 1

Introduction

Syllabus

Introduction to “Crafting and Executing Strategy”

Business Case Project

Homework

Students presentation for 14th Sept (5 students needed)

Syllabus - [Syllabus 2012.docx](#)

Lecture 1 - 02_Crafting strategy
chapter 1 + 2.pptx

Business Case Introduction

WIUU BBA Business Policy

Requirements on your Business Project

- A real business (which you could imagine to run)
- value adding
- in Ukraine
- which will have several employees (>5)
- where your Group forms the Management Team (Board).
- One of your key-objectives is to earn money.

... and what it should not be:

- Internet Sales Shop
- or a small 'lavka' next to the University selling coffee
- with only one/two employees.

... some things to respect:

1

The group will be judged + individual contribution / presentation to the project.

2

You need to have a presentation (to be presented) & handout (2 copies).
you can have details in your handout which you do not use in your presentation.

3

Each presentation need to have at the end one slide where you indicate each team-member 's contribution. Write down who did which part.

4

Take it serious. You only have 8 weeks to finalize everything. You can always ask questions, discuss ideas & status with me!

First Step - describe the business idea you have according to the following structure. max. 2 pages!

Structure of the business idea presentation

1

NAME of the project and CONTENT– what industry, scale, position in the value chain etc. you are talking about

2

MISSION and VISION – why implementing the business idea could be useful

3

UNIQUE SELLING POINT– what makes your idea different from the existing businesses/ players in this field

4

CHALLENGES – your hypothesis on the difficulties/ obstacles/ bottlenecks you will have to overcome when setting up the business

Send it to me via email. Nazar.Syrotiuk@beiersorf.com till 12th Sep. evening.

Key Task for you

KEY Task

- Present yourself via email.
- till 12th Sep 2012
- name, student #, colored photo

Questions to answer

- why do you study at WIUU?
- what are you doing besides studying (e.g. working)

Homework Overview

Tasks

- Repeat & study presentation chapter 1 + 2.
- Study chapter 3. “Crafting and Executing Strategy”
- Form groups for the business project
- Develop ideas for your business project
- Start reading case studies