

# Agenda Day 1

Introduction

Syllabus

Introduction to “Crafting and Executing Strategy”

Business Case Project

Homework

Students presentation for 14<sup>th</sup> 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](mailto:Nazar.Syrotiuk@beiersorf.com) till 12<sup>th</sup> Sep. evening.

# Key Task for you

## KEY Task

- Present yourself via email.
- till 12<sup>th</sup> 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