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 - <u>02</u> <u>Crafting strategy</u> <u>chapter 1 + 2.pptx</u>

Business Case Introduction

WIUU BBA Business Policy

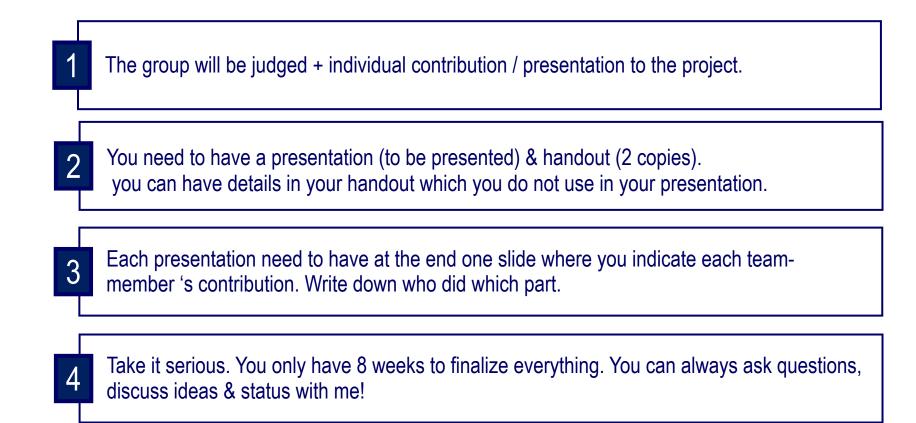
Requirements on your Business Project

- 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:



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

Structure of the business idea presentation

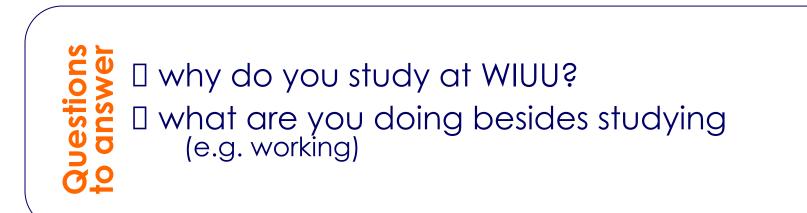
1	NAME of the project and CONTENT– what industry, scale, position in the value chain etc. you are talking about
2	MISSION and VISION – why implementing the business idea could be useful
3	UNIQUE SELLING POINT- what makes your idea different from the existing businesses/ players in this field
4	CHALLENGES – 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

Present yourself I till 12th Sep 2012 I name, student = Present yourself via email.

I name, student #, colored photo



Homework Overview

 \Box Repeat & study presentation chapter 1 + 2.

- I Study chapter 3. "Crafting and Executing Strategy"
- So I Form groups for the business project

Develop ideas for your business project

□ Start reading case studies