



UNIVERSITÀ DI PISA

INTERNATIONALIZATION: BUSINESS PLANNING

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CdS BANCA, FINANZA AZIENDALE E
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Moduli	Settore/i	Tipo	Ore	Docente/i
INTERNATIONALIZATION: BUSINESS PLANNING	SECS-P/09	LEZIONI	42	FRANK ANDREAS SCHITTENHELM

Programma (contenuti dell'insegnamento)

International Business Planning

1. Introduction

1. Goals of a Business Plan
2. Applications
3. Contents
4. Target Groups
5. Limitations

2. Marketing Aspects

1. Market Analysis
2. Marketing Concept
3. Marketing Mix

3. Financial Aspects

1. Financial Projections
2. Cash Flows
3. Investment Criteria
4. Project Analysis and Evaluation
5. International Aspects

Bibliografia e materiale didattico

Slides available on MS-teams

Basic Literature

- Ragotzky/Schittenhelm/Tora?an: *Business Plan*, utb

Additional Literature

- Armstrong/Kotler/Opresnik: *Marketing - An Introduction*, Pearson
- Arnold: *Corporate Financial Management*, Prentice Hall
- Ernst/Häcker: *Financial Modeling: An Introductory Guide to Excel and VBA*, Springer
- Kotler/Armstrong: *Principles of marketing*, Pearson Education
- Ross/Westerfield/Jaffe/Jordan: *Corporate Finance*, McGraw-Hill Education

Modalità d'esame

business plan presentation

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