



TEACHING GUIDE - 2026-2027

TFG Business Plan Seminar

UGRA_016679

Departments	Department of Strategy & General Management
Teaching Languages	English
ECTS	
Teacher responsible	Marko De Setti Boarati - marko.setti@esade.edu

Course Goals Equip you with Entrepreneurship tools for you to develop your new venture.

Previous knowledge None required

Prerequisites None

Teaching methodology A 4-session seminar where you will learn/review entrepreneurial topics that are the basis for you to put together a Business Plan.

Activities

In-class discussions and debates
Class participation

Quizzes/tests
Quiz about the whole seminar

Content

#	Topic
1	Entrepreneurship in the context of your Final Degree Project
2	Identifying Opportunities
3	Validating Opportunities
4	Marketing Plan
5	Operations Plan
6	Financial Plan
7	Pitching your Plan

Assessment

Tool	Assessment tool	Category	Weight %
In-class analysis and discussion of issues	Class Participation	Ordinary round	30.00%
Quizzes/tests	Final Quiz	Ordinary round	70.00%

PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA20 Year 3 (Mandatory)

BBA20 Year 4 (Mandatory)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA23 Year 4 (Mandatory)

BBA23 Year 3 (Mandatory)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI21 Year 5 (Mandatory)

DBAI21 Year 4 (Mandatory)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI23 Year 5 (Mandatory)

DBAI23 Year 1 (Mandatory)

DBAI23 Year 4 (Mandatory)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)

GBD20 Year 5 (Mandatory)

GBD23-Double Degree in Business Administration and Law (Undergraduates: Law)

GBD23 Year 5 (Mandatory)