

منهاج المادة التعليمية SYLLABUS

Business plans, writing & presentation

Domain: Economics, management and financial sciences (D06)

Field: Commercial sciences

Specialization: Tourism Marketing & Marketing (M1)

Semester: 01 University year: 2025-2026

Presentation of the learning subject

Title: Business plans, writing & presentation

Learning unit: horizontal **Number of credits**: 01

Coefficient: 01

Weekly hourly volume: 1h30

Course (number of hours per week): /

Directed work (number of hours per week): 1h30 **Practical work** (number of hours per week): /

Responsible of the learning subject

First name, last name: Meriem Gouri, lecturer - B-

Email: meriem.gouri@univ-annaba.dz @gmail.com

Phone number: 06 74 99 29 01

Lesson time and location: Saturday (online) at 5:00 p.m to 6:30 p.m

(In person) during the week for 1h30min



Description of the learning subject

Prerequisites:

Students must have successfully completed the lessons of S1, S2, S3, S4, S5 and S6. They should have developed a strong understanding of the basic concepts related to their fields of expertise, namely, Economics, Trade, Accounting, Management, and Finance as well as improved their verbal communication skills.

General objectif

To enable students to acquire the knowledge and skills necessary to design, write, and present a business plan in English, in order to develop their own entrepreneurial projects and startups.

Specific objectives:

He will be able to write, and present a business plan.

He will be able to generate and refine innovative business ideas.

He will be able to learn methods for analyzing target markets and customer segments.

He will be able to define clearly the features and value proposition of a product or service

He will be able to design a basic marketing strategy aligned with the business idea

Content learning subject

The first chapter: Concepts of entrepreneurship

The second chapter: Business idea & team

The third chapter: Market analysis

The fourth chapter: Description of the product or service

The fifth chapter: Marketing strategy



Evaluation method

Nature of evaluation	Score	The evaluation percentage
Exam	00	00%
Test	05	25%
Groupe works	10	50%
Online Presence	2.5	12.5%
Physical Presence	2.5	12.5%
Total	20	100%

References

Essential references

Title	Author	Publishing house/year
Entrepreneurship	Hisrich, R. D., Peters, M. P., & Shepherd, D. A	McGraw-Hill Education, 10th ed, 2017

Support references

Support references	Τ	Τ
Title	Author	Publishing house/year
English for Business: Speaking	J. Schofied and A. Osborn	Harper Collins Publishers./2011
English for Business Studies: A	Ian Mackenzie	Cambridge University
Course for Business Studies and		Press, 3rd Edition/2010
Economic Studies		
Entrepreneurship: Theory,	Kuratko, D. F	Cengage Learning, 10th
Process, and Practice		ed, 2016
Small Business Management:	Longenecker, J.	Cengage, 19th ed, 2019
Launching and Growing	G., Petty, J. W.,	
Entrepreneurial Ventures	Palich, L. E., &	
	Hoy, F	



Planning

Week	Course nature	Lesson content
26 Sep	In person	Presentation of the learning subject
04 Oct	Online	Topic 01: Concepts of entrepreneurship
12 Oct	In person	Application exercise
18 Oct	Online	Topic 02: Business idea & team
27 Oct	In person	Writing & presentation of business team
01 Nov	Online	Topic 03: Market analysis
09 Nov	In person	Writing & presentation of Market analysis
15 Nov	Online	Topic 04: Description of the product or service
23 Nov	In person	Writing & presentation of the product description
29 Nov	Online	Topic 05 : Marketing strategy
07 Dec	In person	Writing & presentation of Marketing strategy
14 Dec	In person	Final test
10 Jan	Online	Submission of TD Marks

أستاذ(ة) الأعمال الموجهة:

قوري مريم GOURI MERIEM