

SYLLABUS منهاج المادة التعليمية

Field: Economics, Business and Management Sciences Section: Financial Sciences

Specialization :Accounting and Auditing Semester First

Accounting and Taxation

Academic Year 2025-2026

Identify the educational

Title: Write and present a business plan

Educational unit: Basic

Number of credits: 04 Coefficient: 02

Weekly hourly volume: One and a half hours

Lecture (number of hours per week): 1.30 hours

Educational material

Name, Title, Rank: DJEMAA, Haouam, Professor of Higher Education

Office Location (Entrance, Office): Building No. 320, Office No. 01

Email : djemaa.haouam@gmail.com

Thursday from 4.30pm till 6 pm

Online/ face to face hall N°03

Description of the educational

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. Master 1 program consists of two semesters with 12 seminars, each seminar is 1h30 to prepare students for various professions in companies with a strong specialization in this field.**The general objective of the educational material :** This course aims are TO Explain and discuss the purpose of a business plan. Outline and analyse the components of a business plan. Design and present a business plan relevant to the selected business idea.

Educational material

1. Description of a business plan.
2. The need for, and use of, a business plan.
3. The different components of a business plan.
4. The functions of the different components of the business plan.
5. Information relating to the individual selected business idea.
6. The development of the business plan.
7. The written business plan.
8. Various presentation skills.
9. The oral presentation of the business plan

Evaluation

- **Evaluation method: Continuous evaluation (100%)**

Sources and References

1-Amir M. Hormozi(2002),**Business plans for new or small businesses: paving the path to success**,Research gate,pp 755-763

- 2-Ruqayah Abdullah (2020),**Importance and Contents of Business Plan: A Case-Based Approach**, Jurnal Manajemen Indonesia (Vol. 20(2), pp. 161-173,3- Benson Honig(2004)**Institutional forces and the written business plan**, Journal of Management 30(1),pp 29–48.
- 4- PREPARATION AND PRESENTATION OF A BUSINESS PLAN

Expected Timetable

Date	Subject Content	Week
2/10/2025	Syllabus Presentation	Week 1
2/10/2025	Description of a business plan What is a business plan Why do you need a business plan What can you do with your plan Document your strategy and goals Pursue funding Better manage your business Homework : types of business plan	Week 2
9/10/2025	The need for, and use of, a business plan. What is the purpose of a business plan? Provide a road map Understand what to focus on Projections and the need for an accountant Raise finance Manage your business effectively	Week3
16/10/2025	The different components of a business plan . The content and structure of your business plan should include anything that will help you use it effectively. -The executive summary -products or services -market analysis -marketing and sales...ect	Week 4
23/10/2025	The functions of the different components of the business plan. Core Components and Their Functions Overall Functions of a Business Plan	Week5
30/10/2025	Information relating to the individual selected business idea.	Week6
6/11/2025	The development of the business plan. Using the Proper Format Sections of the Business Plan	Week7
13/11/2025	The written business plan. Guidelines for Writing a Business Plan Business Plan Contents Review Process Features of a Successful Business Plan	Week8
20/11/2025	Various presentation skills	Week9

	Presenting successfully: 16 tips to improve your presentation skills and give a killer presentation Why presentation skills are important Benefits of improving presentation skills How do you give a good presentation?	
27/11/2025	The oral presentation of the business plan 6 tips to create a business plan presentation	Week 10
4/12/2025	STUDENTS WILL PRESENT THEIR OWN BUSINESS PLAN	Week 11
		week12
		Week13

نحن طلبة الفوج من السنة شعبة تخصص ، ، نشهد أننا اطلعنا على منهاج مادة
"....." و على كيفية التقييم ، و فيما يلي إمضاءاتنا على ذلك :

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