

## Master Affaires et Management International (M2 AMI)

---

Titre du Cours :	<b>INTERNATIONAL BUSINESS PLAN</b>
<i>Course Title:</i>	
Heures :	20h
<i>Lecture hours:</i>	
ECTS Credits:	3

---

➤ **PRE-REQUIS-PRE-REQUISITE**  
*none*

➤ **OBJECTIFS PÉDAGOGIQUES DU COURS / LEARNING OBJECTIVES**

The **main learning goals** are that the **students** after successfully completing the course:

- Can **analyse and describe** the principles of marketing for an internationally operating company, taking into account the implications of the global business environment
- Can **recommend and motivate** - in a written Business plan – a company that wants to expand its market internationally in what country and in what way to best set up a new commercial presence including the financial justification.

➤ **CONTENU DU COURS / DESCRIPTION OF THE COURSE**

In five intensive sessions, partly theoretical, partly practical, various strategy, marketing and financial aspects of international business expansion will be studied, supported by practical examples/case studies. Drawing up an international business plan and group presentations will also be part of this course.

➤ **LISTE DES SUJETS OU RESUME DES SÉANCE/ TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE**

Session 1

- Introduction course and requirements
- Vision, Mission, Goals and Competitive Strategy
- Market Segmentation and Targeting

Session 2

- SWOT: External Analysis

Session 3

- SWOT: Internal Analysis
- Confrontation Matrix and Strategy selection
- Market Entry Criteria and Assessment

Session 4

- (International) Marketing mix
- Sales Forecast

Session 5

- (International) Marketing mix (continued)
- Finance Plan
- Briefing on writing Business Plan and Final Presentation

➤ **METHODES D'EVALUATION (CONTROLE CONTINU) / EVALUATION AND GRADING**

In-class Group presentations (3):	25%
Final presentation Business Plan:	25%
Written International Business Plan:	50%
Final Grade	100%

**ATTENDANCE**

Constructive contribution to class discussions is an integral part of this course, since - **attendance at classes is very important**. Past experience has shown that there is a strong positive correlation between class attendance and students' course grade. Timely arrival for classes is a must. **Students are expected to arrive 10 min before the start of class. If you are late more than 5 min. wait until the break to enter the classroom.**

**PARTICIPATION and CONTRIBUTION TO CLASS DISCUSSIONS**

Students are expected to participate actively in class discussions. Success in the business environment requires the ability to network and collaborate with others in order to achieve mutually desirable goals. The classroom is an excellent forum for students to practice exchanging information, challenge proposals and develop solutions.

Preparation of course material and questions in advance will help to facilitate participation and contribution to class discussion.

**Grading group presentations**

The group presentations will be graded on quality, quantity and equal participation of individual students; students need to present and participate in the group presentation in order to be awarded the 'group grade' for this presentation.

➤ **REFERENCES BIBLIOGRAPHIQUES / BIBLIOGRAPHY**

RECOMMENDED:

Principles of Marketing, Global edition; 16<sup>th</sup> or 17<sup>th</sup> edition; Kotler, Armstrong; Pearson.