

**MASTER**  
**Comptabilité Contrôle Audit - 1ère année**

**Titre du cours :** Contrôle objectif et modélisation de l'organisation

*Course title:*

Nombre d'heures : 24 h

*Lecture hours:*

**RESUME DU COURS / COURSE OVERVIEW**

PREPARATION OF A BUSINESS PLAN INTEGRATING STRATEGIC OBJECTIVES AND FINANCIAL CONTROL

The course will be given in English. It will teach students how to develop and then implement strategy for business development in the preparation of a detailed business plan for a company.

**PRE-REQUIS / PREREQUISITES**

The use of Excel.

**COMPETENCES ACQUISES A LA FIN DU COURS / LEARNING OBJECTIVES**

Students will know how to prepare a detailed business plan .

They will understand the importance of building up a plan from the lowest level of costs and to look at every aspect of a business' activity.

They will learn how to integrate long term strategy into the plan.

**EVALUATION (CONTROLE CONTINU = MIN. 2 EPREUVES) / ASSESSMENT AND GRADING ( Min. 2 tests )**

	Pourcentage / Weight	Type
Epreuve 1 / Assessment n° 1	20%	Participation & presence
Epreuve 2 / Assessment n° 2	30%	Powerpoint presentation
Epreuve 3 / Assessment n° 3	50%	Business plan dossier
Epreuve 4 / Assessment n° 4		
Epreuve 5 / Assessment n° 5		
<b>TOTAL</b>	<b>100%</b>	

**REFERENCES BIBLIOGRAPHIQUES ET SUPPORTS PEDAGOGIQUES / BIBLIOGRAPHY AND SUPPORT MATERIALS**

Type	Libellé / Details (indiquez le code ISBN pour les ouvrages / Please insert ISBN code for books )
Obligatoire / Mandatory	Newspaper & Magazine : International New York Times, Financial Times. The Economist.
Recommandé/Recommen	UE 3 - management et contrôle (partie 4.2. diagnostic stratégique) - toutes éditions possibles