

Course Title

INTRODUCTION : Writing and Presenting Business Plans in English

2. Course Description

*This course aims to develop students' ability to **write, structure, and present a complete business plan in English**.*

*It combines **business knowledge** with **professional English communication skills**, focusing on clarity, coherence, and persuasive presentation.*

Students will learn how to transform a business idea into a well-written business plan and present it confidently to potential investors and stakeholders.

3. Course Objectives

By the end of this course, students will be able to:

- *Understand the **structure and components of a business plan***
- *Use **business and entrepreneurial vocabulary in English***
- *Write each section of a business plan clearly and professionally*
- *Develop **written and oral presentation skills***
- *Present a business plan using **PowerPoint and pitching techniques***
- *Answer questions and defend a business idea in English*

4. Learning Outcomes

Students will be able to:

- *Draft a **complete business plan in English***
- *Apply correct grammar and formal business style*
- *Present a business project orally in a structured and persuasive way*
- *Work individually or in teams on a real or simulated business idea*

5. Course Content (Indicative Program)

Unit 1: Introduction to Business Plans

- *What is a business plan?*
- *Types and purposes of business plans*
- *Key business vocabulary*

Unit 2: Executive Summary

- *Purpose and structure*
- *Writing a concise and attractive summary*

Unit 3: Business Description

- *Company profile*
- *Vision, mission, and objectives*

Unit 4: Market Analysis

- *Target market*
- *Customer needs*
- *Competitor analysis*

Unit 5: Marketing and Sales Strategy

- *Marketing mix*
- *Pricing, promotion, and distribution*

Unit 6: Operations and Management Plan

- *Organizational structure*
- *Daily operations*
- *Human resources*

Unit 7: Financial Plan (Basic Level)

- *Startup costs*
- *Revenue forecast*
- *Break-even point (simplified)*

Unit 8: Writing Style and Language Focus

- *Formal business English*
- *Linking words and clarity*
- *Common mistakes in business writing*

Unit 9: Oral Presentation & Pitching

- *Structuring a presentation*
- *Body language and pronunciation*
- *Handling questions*

6. Teaching Methods

- *Lectures and guided explanations*
- *Case studies*
- *Group work and workshops*
- *Writing exercises*
- *Oral presentations and simulations*

7. Suggested Final Project

Students work individually or in groups to prepare and present a complete business plan in English for a startup idea.