

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*
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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*
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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*
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6. Teaching Methods

- *Lectures and guided explanations*
 - *Case studies*
 - *Group work and workshops*
 - *Writing exercises*
 - *Oral presentations and simulations*
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7. Suggested Final Project

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