

Syllabus
IBU2141 (F) Plan d'entreprise
 Prof. Véronique Goehlich / Felix Merkle
 Summer Semester 2024

Level	Bachelor	
Credits	7 ECTS	
Student Contact Hours	4 SWS	
Workload	210 minutes	
Prerequisites	Participants must have successfully passed the Economy, institutions, society and professional world in France course (IBU 2091) and have at least a B2-level in French, as this is not a language course	
Time	Tuesday 15:30- 18:45 March 19 th (introduction), March 26 th (pitch elevator), April 9 th , 16 th , 23 th : Courses Veronique Goehlich / Course on financial part with Felix Merkle on Mai 28 th and further tutoring to be planned in Mai and June. Final presentations on June 11, 18 and 25 th .	
Room	W1.4.06	
Start Date	14.3.2023	
Lecturers	Name	Prof. Véronique Goehlich (3SWS), Felix Merkle (1SWS)
	Office	W2.3.26
	Virtual Office	https://app.alfaview.com/#/join/alfaview-wur/c6657764-cad7-42b6-a90f-d1bb445a8f06/1b78689c-6b07-425f-9c71-a1cdf367afde
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Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

After completion of the program, the students will be able to understand on a very detailed way how to develop sales activities and write a Business plan for French-speaking countries.

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Methods	
After completion of the program the students will be able...		After completion of the course the students will be able,....	Presentation	Term Paper
			70%	30%
			Individual	Collective
1 Expert Knowledge				
1.1	...to demonstrate their distinguished and sound competencies in General Business Administration.	... to set up a business plan, including strategy, sales and marketing, production, supply chains, administration and finance.	X	X
1.2	...to demonstrate their distinguished and sound competencies in Economics.	... to manage their own company in a way that influences the overall economy. They learn how they can benefit from subventions and cooperation with financing institutions and partners.	X	X
1.4	...to solve business problems based on profound data research skills and by applying quantitative methods.	... to start a market study and to assess it.	X	
1.5	...to demonstrate profound expert knowledge in their field of specialization.	... to reflect about different strategies to enter a new market.	X	X
2 Digital Skills				
2.3	...to effectively use digital technologies to interact, to collaborate and to communicate.	...to create their own website and to structure a online-store		X
2.4	...to handle the professional use of digital technologies in a responsible manner.	...to demonstrate a clear awareness of the etiquette for communication digitally with potential customers, associates, suppliers, etc.		X
3 Critical Thinking and Analytical Competence				
3.2	...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	...to formulate business ideas ...to search and collect appropriate market data ...to select corresponding stakeholders ...to select appropriate segments for the market study ...to prepare final presentations in French and conduct a debate for convincing investors	X	X
4 Ethical Awareness				
	...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	... to exposed to the different understandings of ethical awareness in Europe and Africa and its influence in budget and sales.	X	X
5 Communication and Collaboration Skills				
5.2	...to demonstrate their oral communication skills in presentations.	... to discuss and present in French.	X	
5.3	...to work successfully in a team by performing practical tasks.	... to work successfully in a team by doing presentations and homework together.	X	X
6 Internationalization				
6.1	...to understand and explain business challenges in an international context.	... to create their own company in a French speaking environment and need to find out which rules they need to comply with.	X	X
6.2	...to articulate themselves in a professional manner in international business.	... to perform a market study in the country where they decide to settle their activity.	X	
6.3	...to successfully demonstrate awareness of cross-cultural differences.	... to contact potential customers and to find out what their needs are.	X	

Teaching and Learning Approach

This course is designed to give French-speaking students a detailed look at developing a business plan and present their work to the class at the end of the course. After the presentations, the students must take into account the comments made during the presentations to write their final business plan.

Philosophy: We want the students to conduct their business creation project and to apply their knowledge in intercultural management, sales & marketing, finance and business administration.

The course requires active student participation and creativity.

Presentation topics:

You will present your business plan including

- Your own business idea including selection of products / services for the chosen country
- Middle and long-term vision and description of the adequate corporate culture
- PESTEL analysis for the selected country
- Primary and secondary market study including segmentation, benchmarking of the competitors and survey among local potential users (at least 100 users / Team member), future trendsetters (students)
- Sales plan with the use of the CANVAS tool and business model
- Simplified Website for the selected country
- Applicable legal and fiscal constraints and requirements
- Strategy with SWOT and Buyers profiles
- Holistic financial planning over multiple periods / financial analysis via KPIs and ratios (based on the cost prices from EGF)
- Operational plan for the first year

Literature and Course Materials

- „La boîte à outils de la création d'entreprises“, Léger-Jarniou, Dunod, 2011
- « Aider à la création d'entreprise », Fougère, Denis; Cabannes, Pierre-Yves Paris: Presses de Sciences Po, 2013, ISBN: 978-2-7246-1441-1 Application à la France: “Frankreich lohnt sich: Handbuch für den erfolgreichen Export; Schwerpunkte
- Guillermic, Ph.: La gestion financière de l'entreprise, Vuibert 2019

- Script
- Syllabus

Assessment

Schedule and Composition of the grade (part Goehlich):

- Introduction of the topic, **March 19th**

- Elevator Pitch on **March 26th (10% of the final grade- Group evaluation)**
- Lecture on the financial part with Felix Merkle **on 28th May**
- Tutoring with Veronique Goehlich in April (Tutoring 1: 23. And 24th April / Tutoring 2: Mai 15th / Tutoring 3: June 4th) **(3 tutoring counting each for 10% of the final grade- Individual evaluation) / tutoring with Felix Merkle on the financial part: TBD with F. Merkle**
- Final presentation not including finance part **on June 11th, June 18th, June 25th** (60 min per group, **20% individual grades, 10% group grade**). 20% (parts of the plan will be individually assigned leading to individual grades for 20%, Overall picture and harmony of the plan will lead to 10% of the grade including finance part)
- Business plan with appendices due until **June 30th : 20% of the final grade (10% group and 10% individual)**
- Oral participation during the class and during the presentations: **10% - individual grade**

Composition of 25% of the grade (part Merkle)

- Financial part of the final document: 80% (split into the separate parts of the financial plan, same grade for the entire group)
- Individual component: 20% (presentation and individual effort/participation in the preparation of the financial part of the final document)

For the evaluation, the following rules apply:

- A score of 4,0 or higher is required to successfully pass the course.
- The grade for a group presentation will not necessarily be the same for all participants.
- A candidate may be rejected in the event of unjustified absence or repeated absence
- A delay in the submission of the file will lead to a rectification of the grade by -0.5

The rating « Très bien » (score of 1,0 or 1,3) indicates exceptionally good work. The rating « bien » (score of 1,7 ; 2,0; 2,3) indicates a very good above-average work. The rating « satisfaisante » (scores of 2,7 and 3,0) indicates a correct work with some aspects to improve. The rating « passable » (scores of 3,3 ; 3,7 and 4,0) indicates a work below average and with significant shortcomings.

- Do not excessively load your slides
- Use simple language but watch out for your French. Spelling and grammatical mistakes will be sanctioned.
- Indicate all sources and references

Code of Conduct for online Teaching

Read the Syllabus closely. It gives you all the practical information about the course.

During classes and during all meetings with the company EGF, behave in a fair and respectful way, arrive on time, participate, and commit to your presentations.

As there are no written examinations at the end of the semester, your presence is required at all classes. No absences are possible as the course is structured into condensed blocks.

In the event of an absence justified by a medical certificate, it will be discussed case-by-case with Prof. Goehlich whether or not remediation is possible. However, students must assume that any absence, even if medically justified, will result in a failure to pass.