

**Number of ECTS credits :** 2

**Course language :** Anglais

**Course leader :** VENARD BERTRAND

**Speakers :** SRAIEB Hadi

## ≡ COURSE DESCRIPTION

This course will provide the students with the basic technical, financial and informational skills to develop a business plan for use in attracting global investment. It will permit to students to understand the implementation of a large and complex international project. International business planning is a very important stage of the preparatory period for entering an international market. It summarizes all the information collected from foreign market research and risk assessment. Based on obtained information a company checks feasibility of continuing international business planning and makes first go-or-not-to-go decision.

The planning phase of International Business Planning is a final stage when a company puts together its foreign market entry plan and considers all steps that must be taken in order to succeed in international business.

Students must have prerequisite financial accounting skills.

## ≡ COURSE OBJECTIVES

Planning for new operations as well as for going concerns will be demonstrates through lecture, case studies and practical application. Emphasis will be equally divided between the marketing and financial aspects of business planning.

## ≡ LEARNING GOALS

**LG05 - Action :** Evaluate, prevent and manage short, medium and long-term risks

**LG07 - Entrepreneurship and Innovation :** Identify needs and draw up an appropriate offer

## ≡ TACKLED CONCEPTS

Addressable market

Leverage effect

Financing optimization

## ≡ LEARNING METHODS

Lecture

Case studies

Exercices

Practical exercises

## ≡ ASSIGNMENTS

Case studies preparation.

Documentary research in library.

The whole represents 15 hours minimum of personal work.

## ≡ BIBLIOGRAPHY

John D Finnerty, Project Financing edition: Wiley & sons Inc. 1996

Simon Benninga, Financial modelling, edition: MIT Press. 2000

## ≡ EVALUATION METHODS

**50 % :** Examen

**50 % :** Contrôle Continu

## ≡ SESSIONS

**1**

**Getting familiar with the vocabulary: Call for tender, info memo, country risks**

LECTURE : 03h00

**2**

**Team building: assessing the project risks**

LECTURE : 03h00

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**3**

**Market Analysis: predicting a revenue steam over a period of time**

LECTURE : 03h00

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**4**

**Operation Analysis: Addressing the operating and maintenance charges**

LECTURE : 03h00

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**5**

**Finalize the financing requirements under a limited recourse scheme**

LECTURE : 03h00

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Finalize the financing requirements under a limited recourse scheme

Presenting a case to a board of decision makers

BP Sensitivity analysis: WACC and Discount factor, NPV & TV. Key drivers

Study of a case, confidence interval, major risks, deal breaks

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