

US1739 - Feasibility Study and Business Plan

Présentation

Prérequis

Master in Management MIM M2 group: Project Management & Business Engineering

Objectifs pédagogiques

Due to complex business environment and intensive competition, entrepreneurs and managers must follow an in depth preparatory process before making a business decision. It is essential that entrepreneurs and managers avoid mistakes leading to definitive failures. This includes good understanding of elements and forces driving the business feasibility and process to build and evaluate a successful business plan. Objectives

1. Purposes and audiences for business plans
2. Framework for a feasibility study
3. Structure and content of a business plan
4. Guide students in preparing business plans
5. Help students in presenting business plans
6. Train students in critical evaluation of business plans

Programme

Contenu

- Fundamentals, essential elements and characteristics of a business plan modelling
- Feasibility study
- Preliminaries for financials, Income statement forecasting
- Funding the business
- Steps to develop project baseline plan
- Scenarios
- Case studies

Valide le 06-10-2022



Code : US1739

Unité spécifique de type mixte
4 crédits

Responsabilité nationale :
EPN15 - Stratégies / 1

Contact national :

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