College/Institute/Centre: Management & Technology
Department of: Marketing & International Business

SESSION PLAN

***Lecture / Tutorial / Laboratory / Workshop**

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 1	Title: Introduction to Feasibility Studies	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	What is a feasibility studies?
2	Different kinds of projects expected in this course
3	Group assignments (searching for project ideas)
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Prepared by :

Designation
Name Dr.Ashraf Salah
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Name Dr. Khaled Hanafy
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Date

MPC3/3-1

Lecture

Source Material

Text book

Supplementary Material

Educational Resources

White Board

Tutorial / laboratory / Workshop (Delete as required)

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COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 2	Title: Part one feasibility studies	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Outline of the project Discussing proposed project ideas. Choosing with students best ideas for their projects. Discussing Report on Part one Feasibility Studies: - Pre feasibility studies: Nature of the project, legal study, cultural and religious study and location study.
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COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 3	Title: the financials of feasibility studies	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Discussing Report on Financials of Feasibility Studies: How to supply the different financial in the feasibility studies to your project: financial study …. How can the students use finance for the feasibility project. Discussing examples of real life projects.
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COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 4	Title: Marketing of feasibility studies I	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Discussion of Report on Marketing of Feasibility Studies I: How to apply marketing research to the feasibility studies selected project Discussion of the marketing objectives of the feasibility projects Discussing which marketing strategy is best for each project idea. Case study.
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COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 5	Title: Marketing of feasibility studies II	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Discussion of Report on Marketing of Feasibility Studies II: Applying the marketing studies for the projects How to prepare marketing action plan Discussing what marketing tools will be used for each project. Case study (cont….)
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COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 6	Title: Financial statements of feasibility studies	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Discussion of Report on Financial statements of Feasibility Studies: Applying financial statements to the students projects Preparing balance sheet of the students projects Preparing income statements to the students projects Discussing each student's projects.
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COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 7	Title: Raw materials and supplies of feasibility studies	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Discussion of Report on Raw materials and supplies of Feasibility Studies: Technical study: - What type of supplies and raw materials will each project need? - Technical costs What to write in the supply program Examples on real life examples. Discussing each student's project. (cont….)
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COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 8	Title: financial ratios of feasibility studies	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Discussion of Report on Financial Ratios of Feasibility Studies: How to apply the different ratios to the students projects How to analyze the different ratios of the students projects Case study. Discussing student's projects. (cont…)
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COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 9	Title: Location, site and environment of feasibility studies	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description;
	Discussion of Report on Location, site and environment of Feasibility Studies: Location study: Discussing each projects environment, knowing the project's strengths and weaknesses. Discussing student's proposed locations. How to select the location of the students projects How to do location analysis of the students projects How to do site selection of the students projects
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COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 10	Title: Strategic marketing of feasibility studies	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Discussion of Report on Strategic marketing of Feasibility Studies: How to do competitor portfolio for the students projects How to mention the different kinds of markets for the students projects Risk aversion Case study. Discussing each student's project.
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COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 11	Title: Engineering and Technology	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Discussion of Report on Engineering and technology: How to do production program for the students project How to select the equipments for the students project Case study. (Cont….) ……
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COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 12	Title: Organization and Overhead cost	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
…….	Discussion of Report on Organization and overhead cost: How to prepare the plant organization and management for the students projects How to prepare the plant organization design for the students projects Discussing each student's project. Case study …… …… …… …… …… …… …… …… …… ……

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COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 13	Title: human Resources	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Discussion of Report on Human resources: How to prepare the HR categories and functions for the students projects How to do a training plan for the students organization What are the cost estimates for the students projects Examples of real life projects. Pre- final presentation. (to check that students are on the right track) …… …… …… …… …… …… …… …… …… …… ……

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COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 14	Title: Legal systems	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
…….	Discussion of Report on Legal systems: How to apply the legal systems to the students projects Special features of the Egyptian legal system How to account for the legal system in the students projects Discussing legal problems that students might face during their project. Questions and answer regarding their projects.
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COURSE PARTICULARS	
#: EI425	Title: Feasibility Studies

SESSION PARTICULARS		
#: 15…	Title: revision of the main points of the projects	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Discussion of Report on Project outline and revision: Revision of the main points of the projects Tips for final presentation. ……
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