Course Outline for Entrepreneurship 30

THE BUSINESS PLAN

Catalog Description:

ENTR 30 - The Business Plan
3.00 units

Development and presentation of a “ready to take to the bank for funding,” realistic, and ready to implement business plan. Business plan components will include a business concept, industry and market analysis, a marketing and organizational plan, operations plan, funding plan, and financial projections.

Requisites: none

Grading Option: Optional

Discipline:

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<th>Type</th>
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<th>Inside of Class Hours</th>
<th>Outside of Class Hours</th>
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Prerequisite Skills:

None

Measurable Objectives:

Upon completion of this course, the student should be able to:
1. articulate the importance and key elements of an “investment grade” business plan;
2. identify, evaluate, and compose the critical components of a marketing plan;
3. identify, evaluate, and compose the critical components of an operations plan;
4. identify, evaluate, and compose the critical components of an organizational and legal plan;
5. develop credible, complete financial projections for the new venture;
6. write and present a complete business plan with confidence.

Course Content:

1. The importance of business plans to a new venture
2. Feasibility analysis
3. The structure of a business plan
4. Industry analysis
5. Market analysis
6. Marketing plan
7. Organizational and legal plan
8. Operations and product plan
9. Financial projections
10. Funding options
11. Planning for contingencies, planning for growth
12. Presenting a business plan

Methods of Presentation

1. Lecture/Discussion
2. Video
3. Guest speakers
4. Case analysis
5. Field trips

Assignments and Methods of Evaluating Student Progress

1. Typical Assignments
2. Methods of Evaluating Student Progress
   A. Midterm Examination
B. Final Examination  
C. Case studies  
D. Presentations  
E. Group Projects  
F. New venture marketing plan

3. Student Learning Outcomes  
   Upon the completion of this course, the student should be able to:  
   A. evaluate a business plan to determine if it is complete and of investment grade;  
   B. demonstrate the ability to collect primary and secondary research and present the findings verbally;  
   C. demonstrate the ability to write an investment grade business plan using third party software;  
   D. determine the competitiveness of their business versus direct competitors by creating a competitive matrix.

Textbooks (Typical):  

Special Student Materials  
Abbreviated Class Schedule Description:  
Development and presentation of a “ready to take to the bank for funding,” realistic, and ready to implement business plan.  
Requisites: none