This course is designed to guide the student in the planning, preparation, and the completion of a successful business plan. The student will develop the tools and confidence in the writing of their own business plan which will serve as a guide in promoting growth, profitability, and social responsibility in achieving their business goals. Suitable for any current business owner or entrepreneur, business, management, or marketing student. This class is critical for contemporary business leaders and owners to understand how to develop a strong business plan that will be used to secure the business and provide a guideline for future growth and profitability.

JUSTIFICATION FOR COURSE:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:
COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. develop a mission statement and objectives for a business.
2. develop and compose an operational business plan.
3. develop three marketing objectives as part of a business plan.
4. develop a financial plan as part of a business plan.
5. investigate potential loans, investors, and venture capitalists.

COURSE OBJECTIVES:

1. Develop a mission statement and objectives for a business.
2. Develop and compose an operational business plan.
3. Develop three marketing objectives as part of a business plan.
4. Develop a financial plan as part of a business plan.

COURSE CONTENT:

LECTURE CONTENT:

A. Introduction to Writing Business Plans
B. Executive Summary
   1. Mission Statement
   2. Objectives
   3. Description
C. Keys to Success
   1. Start up summary including company ownership: partnership, corporation, and sole proprietorship
   2. Determination of products and/or services to be offered
D. Analysis of the external and internal environment
   1. Perform a market segmentation and target analysis
   2. Analyze and competition and buying patterns
   3. Analyze, develop, and implement marketing strategy
   4. Analyze and develop a competitive edge
   5. Establish a sales strategy utilizing sales forecasts and milestones
E. Management Summary
   1. Develop organizational and human resources plan
   2. Establish financial plan including
      a. Financial plans including start up funds
      b. Project break-even analysis, profit and loss, cash flow analysis
   3. Develop and analyze income statement and balance sheet financial statements
   4. Perform basic business ratios

METHODS OF INSTRUCTION:

A. Lecture:
B. Dist. Ed – Delayed Interaction:
C. Online:
D. Independent Study:

INSTRUCTIONAL TECHNIQUES:
COURSE ASSIGNMENTS:
  Writing Assignments
  Student will use critical thinking skills and problem solving when addressing business issues and planning. Each student will be required to do research on their specific target market through market segmentation and analysis.

Reading Assignments
  Text Websites

Out-of-class Assignments
  None listed

METHODS OF STUDENT EVALUATION:
  Midterm Exam
  Final Exam
  Short Quizzes
  Written Assignments
  Essay Examinations
  Objective Examinations
  Report
  Projects (ind/group)
  Problem Solving Exercises
  Oral Presentations
  Skills Demonstration

  Demonstration of Critical Thinking:
  Student will use critical thinking skills and problem solving when addressing business issues and planning. Each student will be required to do research on their specific target market through market segmentation and analysis.

  Required Writing, Problem Solving, Skills Demonstration:
  Develop, research, and write the business plan and present to class.

TEXTS, READINGS, AND RESOURCES:
  TextBooks:

LIBRARY:
  Adequate library resources include: Non-Print Materials
  Comments:

Attachments:
  Attached Files