COURSE OUTLINE OF RECORD

Number: BUS G153     TITLE: Writing An Effective Business Plan

ORIGINATOR: Alice Rivera
FORMERLY KNOWN AS:

EFF TERM: Spring 2015
DATE OF OUTLINE/REVIEW: 10-21-2014

CROSS LISTED COURSE:

TOP NO: 0506.30
CID:

SEMESTER UNITS: 1.5
HRS LEC: 27.0     HRS LAB: 0.0     HRS OTHER: 0.0
CONTACT HRS TOTAL: 27.0
STUDY NON-CONTACT HRS RECOMMENDED: 54.0

CATALOG DESCRIPTION:
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:
P
PREREQUISITES:
COREQUISITES:
ADVISORIES:
ASSIGNED DISCIPLINES:
   Business
   Business
   Management
   Marketing
MATERIAL FEE: Yes [ ] No [X] Amount: $0.00
CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]
GRADING POLICY: Pass/No Pass [X] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]
OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]
TRANSFER STATUS: CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[ ]
BASIC SKILLS STATUS: Yes [ ] No [X] LEVELS BELOW TRANSFER: Not Applicable
CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable
NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course
OCCUPATIONAL (SAM) CODE: C
REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:
REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X] Entrepreneurship and Small Business Management(Certificate of Achievement)
GE AND TRANSFER REQUIREMENTS MET:
Degree Applicable
   AA Degree Applicable
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