Course Outline for Business 50F
DEVELOPING A BUSINESS PLAN

Catalog Description:

50F - Developing a Business Plan
(May be repeated 3 times)
1 unit

Research, analysis and outlining logical and persuasive business plans, including market and
competitive analysis, financial plans, management and operational plans, and plan outlines and
executive summaries. 1 hour.
[Typical contact hours: 17.5]

Prerequisite Skills:

None

Expected Outcomes for Students:

Upon completion of this course, the student should be able to:

1. Identify the purposes and different audiences for business plans;
2. articulate an interesting and credible business proposition;
3. research markets and competitors;
4. develop basic financial and operational plans for a business;
5. outline a professional business plan;
6. compose a professional executive summary of a business plan.

Course Content:

1. Distinguishing between the different purposes and audiences for business plans
2. Developing the concept for a business
3. Researching market opportunities and competitors
4. Developing a management and staffing plan
5. Marketing your business
6. Securing financial support
7. Projecting sales, costs, and cash flows
8. Outlining and formatting the business plan
9. Writing the executive summary

Methods of Presentation:

1. Lectures
2. Discussion
3. Oral presentations
4. Case problems
5. Videos
6. Guest speakers

Assignments and Methods of Evaluating Student Progress:

1. Typical Assignments:
   a. Prepare a 3-minute “sales pitch” for your new business that identifies its main competitive
      advantage. Focus on what your business will do faster, cheaper, or better than other
      companies in this business segment.
   b. Visit the Small Business Administration website (www.sba.gov), and read the Basic Financing
      Topics. Assuming you need outside investment in your business, prepare a one-page paper
      that outlines how you will secure this financing.
2. Methods of Evaluating Student Progress:
   a. Quizzes
   b. Oral presentations
   c. Business plan executive summary and outline
   d. Examinations
   e. Final examination

Textbook(s) (Typical):


Special Student Materials:

None