

BUS G153: WRITING AN EFFECTIVE BUSINESS PLAN

Item	Value
Curriculum Committee Approval Date	02/07/2023
Top Code	050630 - Management Development and Supervision
Units	1.5 Total Units
Hours	27 Total Hours (Lecture Hours 27)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course 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. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Develop vision and mission statements for a business.
3. Evaluate a business idea for potential marketplace viability.
4. Prepare a business plan for a new or existing business.

Course Objectives

- 1. Describe customer segmentation and target customers.
- 2. Evaluate industry trends related to a planned business.
- 3. Develop a marketing plan for a planned business.
- 4. Prepare a competitive analysis of a planned business.
- 5. Develop an operational plan for a planned business.
- 6. Develop a financial plan for a planned business.
- 7. Identify potential audiences for a business plan.
- 8. Practice pitching a business idea to investors and/or potential customers.

Lecture Content

Introduction to Writing Business Plans Executive Summary Mission Statement Objectives Description Keys to Success Start up summary including company ownership: partnership, corporation, and sole proprietorship Determination of products and/or services to be offered Analysis of the external and internal environment Perform market

segmentation and target market analysis Perform a competitive analysis Analyze, develop, and implement marketing strategy Develop a value proposition that differentiates the business in the marketplace Establish a sales strategy utilizing sales forecasts and milestones Management Summary Develop organizational and human resources plan Establish financial plan including Financial plans including start up funds Project break-even analysis, profit and loss, cash flow analysis Develop and analyze income statement and balance sheet financial statements Perform basic business ratios

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Reading Assignments

Textbook Business Plan articles Small Business Administration - sba.gov

Writing Assignments

Preparation of a business plan.

Out-of-class Assignments

Preparation of various business analysis documents including industry trends and competitive analysis.

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.

Eligible Disciplines

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required. Management: Masters degree in business administration, business management, business education, marketing, public administration, or finance OR bachelors degree in any of the above AND masters degree in economics, accountancy, taxation, or law OR the equivalent. Masters degree required. Marketing: Masters degree in business administration, business management, business education, marketing, advertising, or finance OR bachelors degree in any of the above AND masters degree in economics, accountancy, taxation, or law OR the equivalent. Masters degree required.

Textbooks Resources

1. Required Laverty, Michael; Lattel, Chris. Entrepreneurship, ed. OpenStax (OER), 2020

Other Resources

1. Small Business Administration - SBA.gov
2. The Univ of Maine - Small Business Library
3. <https://extension.umaine.edu/business/library/small-business-management-topics/>