

Syllabus

ENTR2090 Entrepreneurship Business Plan

2014

Committee Members:

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Heather Nelson, Metropolitan Community College
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Facilitator: Doris Lux

Date Reviewed: 1/24/14

NCCA Council of Instructional Officers Chair

Chair: Deborah Brennan

Date Approved: May 23, 2014

I. CATALOG DESCRIPTION

Course Number:	ENTR 2090
Course Title:	Entrepreneurship Business Plan
Prerequisite(s):	None
Catalog Description:	The student will evaluate a business concept and create a business plan. Students will assess the strengths and weaknesses of a business concept; apply research data into the plans; and prepare the financial projections for the business concept. Students will identify and evaluate various resources available for funding small businesses.
Credit Hours:	3.0 semester / 4.5 quarter hours
Contact Hours:	45 hours

II. COURSE OBJECTIVES AND COMPETENCIES

Course will:

- 1) Develop a well-defined concept statement that clearly explains the business.
- 2) Develop an effective business plan to include:
 - Management Plan
 - Marketing Plan
 - Financial Plan
 - Operating Plan
 - Product or Service Section
- 3) Analyze funding sources.
- 4) Demonstrate the impact of an effective business presentation.

III. STUDENT LEARNING OUTCOMES

Students will be able to:

- 1) Create a Business Plan.
- 2) Identify Funding Sources.
- 3) Conduct an effective Business Presentation.

IV. CONTENT/TOPICAL OUTLINE

Unit I

Prepare an effective Business plan to include:

- Executive Summary
- Company Description and Mission
- Management Section
- Financial Statements
- Operating and Technology Section
- Product or Service Section
- Marketing Section
- Opportunities and Critical Risks
- Milestones and Succession Plan
- Appendix

Unit 2

1. Financial Statement Interpretation
2. Review Funding Sources

Unit 3

1. Prepare an effective business presentation
2. Deliver Business Plan Presentation

V. INSTRUCTIONAL MATERIALS:

Recommended text(s):

The ABC's of Writing Winning Business Plans by Sutton

Warren Business Books Publisher Small Business: An Entrepreneurial Business Plan by Ryan and Hiduke;

Southwestern, Current Edition

The Successful Business Plan: Secrets and Strategies, by Rhonda Abrams, PrintShop, Current Edition

Supplements:

BusPlan Pro

BizBuilder

Business Model Geeration.com

Udacity.com

BusinessModelGeneration.com by Alexander Osterwalder and Wves Pigneur

Sba.gov

VI. METHODS OF PRESENTATION (can vary per instructor)

Explanation and /or lecture

Video presentation

Student reports

Role play

Guest speaker

Small group activities

Discussion

PowerPoint presentation

Field trips

Internet activities

VII. METHODS OF EVALUATION

- a. Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
- b. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.

VIII. INSTITUTIONAL DEFINED SECTION

- a. It is important for students to check requirements at the transfer institution they plan to attend.
- b. Other requirements as determined by instructor/college.