

I. CATALOG DESCRIPTION

Course Number:	ENTR2090
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/COMPETENCIES

Course will:

1. Discuss the components of an effective business plan.
 - 1) Identify funding sources.
 - 2) Explain the impact of an effective business presentation.
 - 3) Develop an effective business plan for an entrepreneurial venture.
 - 4) Explore various formats of business plans.
 - 5) Analyze research data as it relates to an entrepreneurial venture.
 - 2)6) Assess strengths and weaknesses of a business concept.

III. STUDENT LEARNING OUTCOMES

Students will be able to:

- 1) Develop a well-defined business concept statement.
- 2) Develop an effective business plan to include the following sections: Product and/or Service, Management, Marketing, Financial, Operating, and Human Resources Plan.
- 3) Analyze funding sources
- 4) Conduct an effective business presentation.

IV. CONTENT/TOPICAL OUTLINE

Unit I

Prepare an effective business plan to include the following sections:

Executive Summary
Company Description and Mission
Management
Human Resource Plan
Financial Statements
Operating and Technology
Product or Service
Marketing

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

E Myth Revisted, by Michael Gerber, Harper Collins

Supplements:

[BusPlan Pro](#)

[BizBuilder](#)

[Business Model Generation.com](#)

[Udacity.com](#)

[BusinessModelGeneration.com by Alexander Osterwalder and Yves Pigneur](#)

[Sba.gov](#)

[Keys to successful Business start-up, NBDC](#)

[Strategizer.com](#)

[Worksheets/Make Decisions, GrowthWheel](#)

[Value Proposition Design, Osterwalder](#)

[Score.org](#)

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.