Syllabus

ENTR2090
Entrepreneurship Business Plan
2014

Committee Members:
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Facilitator: [Signature]
Date Reviewed: 1/29/14

NCCA Council of Instructional Officers Chair
Chair: [Signature]
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

Supplements:
- BusPlan Pro
- BizBuilder
- Business Model Geeration.com
- Udacity.com
- BusinessModelGeneration.com by Alexander Osterwalder and Yves 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.