

Syllabus
ENTR2090
ENTREPRENEURSHIP BUSINESS PLAN
2017

Committee Members:

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Liliana Petersen, Metropolitan Community College
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No Representative, Nebraska Indian College
Angie Shaffer, Northeast Community College
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Doris R. Lux

Doris R. Lux (May 24, 2017)
Facilitator

The Institution agrees to the contents in this syllabus including course prefix, number, course description and other contents of this syllabus.

Debroah Brennan

Debroah Brennan (May 24, 2017)
Chief Academic Officer, Central Community College

Adopt

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Betty Redleaf Collett (Jun 6, 2017)
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Thomas J. McDonnell (May 30, 2017)
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Dennis Headrick (May 25, 2017)
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Kim Kuster Dale

Kim Kuster Dale (May 24, 2017)
Chief Academic Officer, Western Nebraska Community College

Adopt

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.
 - 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.