

Writing a Business Plan

Course Description

BA 129 . Writing a Business Plan. Two hours credit. Prerequisite: None. This course is designed to help the student develop an idea for a business by researching, writing, and presenting a business plan for the purposes of securing funding and guiding the creation of a new business.

Required Textbook

Abrams, R. (2003). *The Successful Business Plan: Secrets & Strategies* (4th Ed.). The Planning Shop.

Course Objectives:

Upon successful completion of each unit students should be able to:

1. Explain the purpose a business plan serves
 - a. Identify what a business plan is
 - b. List the reasons for writing a business plan
 - c. Discuss the issues surrounding writing a business plan
2. Discuss different objectives and the types of plans that fit each
 - a. Identify methods of funding a business
 - b. Discuss issues concerning buying an existing business
 - c. Describe how a business plan aids in the day-to-day running of a business
3. Identify and discuss the initial business plan components
 - a. State the guidelines for an effective executive summary
 - b. Create a competent company description
4. Identify and discuss industry related issues of the business plan
 - a. Discuss what role the economy will play concerning the business
 - b. List industry specific issues related to the business
 - c. Compare and contrast strengths and weaknesses of competing businesses
5. Identify and discuss the marketing related issues of the business plan
 - a. List means of identifying and communicating with the desired target market
 - b. Create a marketing plan for the business
 - c. Discuss ethics and social responsibilities concerning the business

6. Identify and discuss the financial components of the business plan
 - a. Create financial documents (cash flow statement, balance sheet, P&L)
 - b. Discuss the impact of financial statements on running the business
 - c. Discuss the impact of financial statements on receiving funding
7. Identify and discuss the operations management components of the business plan
 - a. Construct organization charts
 - b. Identify and list job duties and responsibilities
8. Evaluate how to make the most of a properly prepared plan
 - a. Describe how to effectively present a business plan
 - b. Explain how to use the plan to evaluate performance and milestones
 - c. Discuss the importance of exit plans
9. List organizations and methods for getting help with your plan and business
 - a. Name government agencies that provide assistance to businesses
 - b. List private organizations that provide help to entrepreneurs
 - c. Identify sources on the internet for business plan assistance

Topical Outline of Units:

- I. Purpose of a business plan
 - a. What is a business plan
 - b. Reasons for writing a business plan
 - c. Business plan issues
- II. Matching objectives with the right business plan
 - a. Methods of funding a business
 - b. Buying an existing business
 - c. Using a business plan in the day-to-day running of a business
- III. Business plan components - The beginning
 - a. The executive summary
 - b. The company description
- IV. Business plan components - Industry
 - a. The role of the economy
 - b. The role of the specific industry
 - c. The role of competition
- V. Business plan components - Marketing
 - a. Identifying and communicating with the desired target market
 - b. Creating a marketing plan for the business
 - c. Ethics and social responsibilities concerning the business
- VI. Business plan components - Finance

- a. Financial statements (cash flow statement, balance sheet and P&L)
 - b. Impact of financial statements on running the business
 - c. Impact of financial statements on receiving funding
- VII. Business plan components - Operations Management
- a. Organization charts
 - b. Creating job duties and responsibilities
- VIII. Making the most of a properly prepared plan
- a. Effective presentation of a business plan
 - b. Using the plan to evaluate performance and milestones
 - c. Planning the exit
- IX. Organizations and methods for getting help with your plan and business
- a. Government agencies that provide assistance to businesses
 - b. Private organizations that provide help to entrepreneurs
 - c. Sources for help on the internet

Methods of Instruction

The following teaching/learning activities will assist students in achieving course objectives: lecture, class discussions, group activities, reading and video assignments, and the formulation of a business plan.

Methods of Evaluation

Grades will be based on successful completion of written assignments, written tests and active class participation.