

Writing a Business Plan

Course Design

2007-2008

Course Information

Organization	Eastern Arizona College
Division	Business
Course Number	SBM 202
Title	Writing a Business Plan
Credits	1
Developed by	Mark Anderson
Lecture/Lab Ratio	Lecture: 0 Lab: 2
Transfer Status	No Transferable
Activity Course	No
CIP Code	52.0703
Assessment Mode	Pre-/post-test: 25 questions/50 points
Semester Taught	Fall and Spring Semester
GE Category	None
Separate Lab	No
Awareness Course	No
Intensive Writing Course	No

Prerequisites

CMP 101 or CMP 103 and prior or concurrent enrollment in SBM 201.

Educational Value

A. TO GENERAL EDUCATION: Acquaints the student with important skills needed in numerous day-to-day situations, often related to employment.

B. TO MAJOR / PROGRAM: Required for the Small Business Management AAS degree and the Small Business Proprietor Certificate.

C. OTHER: The principles learned in this course assist students in understanding and managing one's own personal day-to-day business affairs.

Goals

To provide students with hands-on competence in applying the concepts learned in the Small Business Management course. This is accomplished by writing an actual business plan for an existing business, a planned new business, or for a hypothetical small business.

Description

Develops skills for writing a business plan on computer, using word processing and spreadsheet software. All areas of a business plan will be covered, including the business market, mission statement, operations, products/services, marketing plan and financial plan.

Textbooks

Kapron, Jill. *BizPlan Builder Express*. South-western, 2004. Required

Supplies

None

Competencies and Performance Standards

1. Demonstrate how to use the business plan software

Learning objectives

What you will learn as you master the competency:

- a. Install business plan software
- b. Explain what is contained on software diskette
- c. Show how to utilize word processing and spreadsheet software with business plan templates

Performance Standards

Competence will be demonstrated:

- on satisfactory completion of chapter assignment
- on thorough completion of this portion of business plan

Performance will be satisfactory when:

- learner installs business plan software
- learner explains what is contained on software diskette
- learner shows how to utilize word processing and spreadsheet software with business plan templates

2. Outline the basics of the business plan

Learning objectives

What you will learn as you master the competency:

- a. Explain why it is important for a business owner/manager to write a business plan
- b. Show how to target your business plan
- c. Outline the components of a business plan
- d. Determine the business concept you plan to use for your business plan

Performance Standards

Competence will be demonstrated:

- on satisfactory completion of chapter assignment

- on thorough completion of this portion of business plan

Performance will be satisfactory when:

- learner explains why it is important for a business owner/manager to write a business plan
- learner shows how to target your business plan
- learner outlines the components of a business plan
- learner determines the business concept you plan to use for your business plan

3. Write the narrative of the business plan

Learning objectives

What you will learn as you master the competency:

- Write the executive summary of your business plan
- Write the vision and mission segment of your business plan
- Write the company overview portion of your business plan
- Write the product strategy part of your business plan
- Write the market analysis portion of your business plan
- Write the marketing plan for your business plan

Performance Standards

Competence will be demonstrated:

- on satisfactory completion of chapter assignment
- on thorough completion of this portion of business plan

Performance will be satisfactory when:

- learner writes the executive summary of your business plan
- learner writes the vision and mission segment of your business plan
- learner writes the company overview portion of your business plan
- learner writes the product strategy part of your business plan
- learner writes the market analysis portion of your business plan
- learner writes the marketing plan for your business plan

4. Prepare the business financial plan

Learning objectives

What you will learn as you master the competency:

- Explain the purpose of the financial plan
- Explain the bases for preparing projected financial statements
- Prepare the projected income statement
- Prepare the balance sheet
- Prepare the statement of cash flows
- Complete the financial narrative

Performance Standards

Competence will be demonstrated:

- on satisfactory completion of chapter assignment
- on thorough completion of this portion of business plan

Performance will be satisfactory when:

- learner explains the purpose of the financial plan
- learner explains the bases for preparing projected financial statements
- learner prepares the projected income statement
- learner prepares the balance sheet
- learner prepares the statement of cash flows
- learner completes the financial narrative

5. Explain how to execute your plan

Learning objectives

What you will learn as you master the competency:

- a. Outline the supporting documents to include with your business plan
- b. Revise and properly package your plan
- c. Outline an appropriate way to present your plan
- d. Show a proper manner of funding your plan

Performance Standards

Competence will be demonstrated:

- on satisfactory completion of chapter assignment
- on thorough completion of this portion of business plan

Performance will be satisfactory when:

- learner outlines the supporting documents to include with your business plan
- learner revises and properly package your plan
- learner outlines an appropriate way to present your plan
- learner shows a proper manner of funding your plan

Types of Instruction

On Campus Laboratory

Grading Policy

Evaluation Methods:

Chapter assignments (10 @ 30 points each) - 90%

Post-test (50 points) - 10%

Total (350 points) - 100%

Grading Scale

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	Below 60%