Course Information

Division: Business  
Course Number: SBM 231  
Title: Business Planning  
Credits: 1  
Developed by: Mike Fox  
Lecture/Lab Ratio: 0 Lecture/2 Lab  

Transfer Status

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<td>Dept Elective</td>
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Activity Course: No  
CIP Code: 52.0703  
Assessment Mode: Portfolio  
Semester Taught: Spring  
GE Category: None  
Separate Lab: No  
Awareness Course: No  
Intensive Writing Course: No

Prerequisites

CMP 101 or CMP 103

Educational Value

To provide students with hands-on competence in applying the concepts learned in the Small Business Management curriculum. 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.

Supplies

None
Competencies and Performance Standards

1. Outline the basics of the business plan.

   Learning objectives
   What you will learn as you master the competency:
   a. Demonstrate the importance of business planning.
   b. Outline the components of a business plan.
   c. Determine the business concept you plan to use for your business plan.

   Performance Standards
   Competence will be demonstrated:
   o on satisfactory completion of chapter assignment
   o on thorough completion of this portion of business plan

   Criteria - Performance will be satisfactory when:
   o learner demonstrates the importance of business planning
   o learner outlines the components of a business plan
   o learner determines the business concept you plan to use for your business plan

2. Write the operating and marketing sections of a business plan.

   Learning objectives
   What you will learn as you master the competency:
   a. Write the executive summary of a business plan.
   b. Write the company description portion of a business plan.
   c. Write the personnel section of a business plan.
   d. Write the operating procedures portion of a business plan.
   e. Write the marketing section of a business plan.

   Performance Standards
   Competence will be demonstrated:
   o on satisfactory completion of chapter assignment
   o on thorough completion of this portion of business plan

   Criteria - Performance will be satisfactory when:
   o learner writes the executive summary of a business plan
   o learner writes the company description portion of a business plan
   o learner writes the personnel section of a business plan
   o learner writes the operating procedures portion of a business plan
   o learner writes the marketing section of a business plan

3. Prepare the business financial plan.

   Learning objectives
   What you will learn as you master the competency:
   a. Explain the bases for preparing projected financial statements.
   b. Prepare a projected income statement.
   c. Prepare a balance sheet.
d. Prepare a statement of cash flows.
e. Complete a breakeven analysis.
f. Research the cost of capital equipment and supplies.

**Performance Standards**

*Competence will be demonstrated:*

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

*Criteria - Performance will be satisfactory when:*

- 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 a breakeven analysis
- learner researches the cost of capital equipment and supplies

4. **Explain how to execute your plan.**

**Learning objectives**

*What you will learn as you master the competency:*

- Outline the supporting documents to include with your business plan.
- Revise and properly package your plan.
- Discuss options for funding a small business.

**Performance Standards**

*Competence will be demonstrated:*

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

*Criteria - Performance will be satisfactory when:*

- learner outlines the supporting documents to include with your business plan
- learner revises and properly package your plan
- learner discusses options for funding a small business

**Types of Instruction**

One-on-one consultation
Written assignments
Research assignments

**Grading Information**

**Grading Rationale**

Assignments (16 @ 10 points each) - 40%
Business Plan Rough Draft (50 points) – 12.5%
Business Plan Final Draft (190 points) – 47.5%
Total (400 points) - 100%
Grading Scale
A  90-100%
B  80-89%
C  70-79%
D  60-69%
F  Below 60%