

**THE BUSINESS PLAN—BUS58:14F\_20988—ONLINE**  
**Course Overview & Syllabus**  
**FALL 2014/4 units**

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**Course Description:**

This course is designed to assist students in the completion of a formal business plan document and understand the process behind the written document. Students will understand the thinking behind each section and its importance to the overall document.

**Advisory:**

Business 55. Strong written and oral skills are required to successfully navigate this class. Accordingly, assignments in this class will require your attention to both.

**Learning Outcomes:**

By the end of the course, the student should be able to:

- Develop and conduct a Feasibility Study Analysis for a business plan
- Write a business plan and deliver an effective presentation to potential investors.

**Course Objectives:**

- A.** Identify the reasons for writing a Business Plan.
- B.** Develop and screen business ideas.
- C.** Conduct a Feasibility Analysis.
- D.** Introduce the Plan, describe and name the business.
- E.** Identify and evaluate the key components of an Industry.
- F.** Identify and evaluate the key components of a Market.
- G.** Identify and evaluate the key components of a Marketing Plan.
- H.** Describe the management team and the company structure.
- I.** Identify and evaluate the key components of an Operations Plan and Product (or Service) Development Plan
- J.** Demonstrate the ability to identify business risks and prepare contingency plans.
- K.** Identify the critical components of a Financial Plan.
- L.** Prepare a compelling Executive Summary for the Business Plan.
- M.** Prepare for and deliver an Effective Business Plan Presentation

## Resources Required:

- **Textbook:** Bruce R. Barringer , “Preparing Effective Business Plans: An Entrepreneurial Approach”, Pearson Prentice Hall, 2009
- **Technology:** The following technology is required in order in order to access the course materials:
  - You will need a **computer** (on Windows-Minimum of PII 300 MHz; on Mac-G3 350 MHz) with **broadband access** (at least 256k) to the Internet.
  - You need to have a **current browser** in order to view the web-based course materials (**Firefox** is recommended). You also need to allow cookies, Java, and pop-ups.
  - You will need to download and install the free **Real Player media player** in order to view / listen to videos.
  - You will need to download **Flash** to view the **presentations** in their graphical format. (Most people already have this installed.)
  - You will also need a **personal email address** to receive course announcements.

## Requirements:

- **Orientation:** Complete the orientation on Distance Learning at <http://www.deanza.edu/distance/>
- **Reading and Review:** Each week you should read the assigned chapter of the textbook and view the corresponding PowerPoint presentation.
- **Business Plan Assignments**
  - 1. Business Plan idea:** Within the first two weeks of the term, you are required to identify and present your idea for a new business venture.
  - 2. Feasibility Analysis:** Conduct a Feasibility Analysis during the third week. The deliverable for this section will be completion of Appendix 3.1 from your text.
  - 3. Written Plan & Presentation:** From weeks 4-10, you will actually write your business plan. The Plan is a carefully prepared, cohesive document that contains a comprehensive analysis of the business that reflects the considerations of customers and competitors as well as the viewpoints of the investors and the entrepreneur.

The Plan should provide a framework for the systematic and comprehensive evaluation of the business idea that will enable the owner/manager to take an objective and critical view of the entire business. The plan should help the owner/manager deal with uncertainties, evaluate risks, and prepare contingencies enabling them to anticipate events, rather than react to them.

- **Examinations**

- **Midterm** (100 points) covers textbook Chapters 1 – 5. It is due **Monday, November 3, 2014 by midnight, Pacific Standard Time.**
- **Final Exam** (100 points) covers textbook chapters 6 – 10. It is due **Monday, December 8, 2014 by midnight, Pacific Standard Time.**

### **Lesson Plan:**

<u>WEEK #</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
WEEK 1	<ul style="list-style-type: none"> <li>• Introduction to Class / Foundations of Entrepreneurship and Team formation</li> <li>• Why Plan</li> </ul>	Chapter 1
WEEK 2	<ul style="list-style-type: none"> <li>• Developing and Screening Business Ideas.</li> <li>• Presentations and discussion of New Venture Ideas</li> </ul>	Chapter 2
WEEK 3	<ul style="list-style-type: none"> <li>• Feasibility Analysis</li> <li>• Presentations of Feasibility Analysis and Critiques</li> </ul>	Chapter 3
WEEK 4	<ul style="list-style-type: none"> <li>• Business Plan Introductory Material</li> </ul>	Chapter 4
WEEK 5	<ul style="list-style-type: none"> <li>• Industry Analysis</li> <li>• Market Analysis</li> </ul>	Chapter 5 Chapter 6
WEEK 6	<ul style="list-style-type: none"> <li>• Marketing Plan</li> <li>• <b>Midterm Exam—online</b></li> </ul>	Chapter 7
WEEK 7	<ul style="list-style-type: none"> <li>• Management Team and Company Structure</li> </ul>	Chapter 8
WEEK 8	<ul style="list-style-type: none"> <li>• Operations Plan and Product (or Service) Design and Development Plan</li> </ul>	Chapter 9

WEEK 9	• Financial Projections	Chapter 10
WEEK 10	• Presenting the Plan with Confidence	Chapter 11
WEEK 11	• <b>Final Exam—online</b> • Finalize Plans and Presentation	
WEEK 12	• <b>Presentation and Delivery of Final Business Plans</b>	

### Grading:

#### Research Assignments:

Forum Discussion/Participation	40 points	8%
Jeff Bezos & Pierre Omidyar	20 points	4%
BusinessPlan.org: Service Bus	20 points	4%
BusinessPlan.org: Products Bus	20 points	4%

#### Business Plan Assignments:

Idea Presentation	20 points	4%
Feasibility Analysis	50 points	10%
Final Plan Presentation	50 points	10%
Final Written Plan	80 points	16%

<b>Mid Term Examination</b>	100 points	20%
<b>Final Examination</b>	100 points	20%
<b>Overall Total Possible Points:</b>	500 points	100%

#### Grading Scale based on Points:

450-500	A+
425-449	A
400-424	A-
375-399	B+
350-374	B
325-349	B-
300-324	C+
275-299	C
250-274	D+
225-249	D
0-224	F

### **Academic Integrity:**

Students who plagiarize, submit the work of others as their own, or cheat on exams will receive an F in the course and will be reported to college authorities. For more information, see the Student Handbook PowerPoint presentation on Academic Integrity.

### **Note to Students with Disabilities**

If you have a disability-related need for reasonable academic accommodations or services in this course, provide instructor with a Test Accommodation Verification Form (also known as a TAV form) from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give five days' notice of the need for accommodations. Students with disabilities can obtain a TAV form from their DSS counselor (864-8753—DSS main number) or EDC advisor (864-8839—EDC main number).

### **Distance Learning Center Hours of Operation**

Monday to Thursday - 8:30 AM to 6:00 PM  
Friday - 9:00 AM to 4:00 PM, when classes are in session.

### **Online Tutoring**

Starting Spring 2014, De Anza College will provide all registered students with online tutoring service through Smarthinking. Online tutoring will be available in a wide variety of subjects, 24/7, to supplement on-campus tutoring that Student Success Center provides. Distance Learning is testing right now, and information is available at <http://www.deanza.edu/studentssuccess/onlinetutoring.html>

### **Dropping:**

#### **First two weeks of the term:**

1. Instructor will drop students who do not complete assignments during the first two weeks of the course.
2. Instructor will also drop students who fail to take the Mid Term Exam.
3. You can also drop this class yourself during the **first two weeks of the term**. You must do so online. There will be **no grade of record** if you drop the class by the deadline.

#### **Week three through eight:**

You **may drop online through** MyPortal. You will be assigned a **grade of "W"**. Failure to drop by the final deadline date will result in a grade assignment at the end of the quarter.