

Business Plan Development

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| Course Title | Business Plan Development | | |
| Course Code | ENT435 | Course Type | Free Elective |
| Credit | 3 | Contact Hours | 45 |
| Prerequisites | None | Co-Requisites | None |
| Duration | 15 weeks | Class Type | Lecture |

| SolBridge GACCS Objectives | % | Learning Objectives |
|---------------------------------|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Global Perspective | 20 | 1. Develop a framework for a student to create a business plan 2. Learn how to use such a business plan in marketing and promotion of their company idea. |
| 2. Asian Expertise | 5 | |
| 3. Creative Management Mind | 45 | |
| 4. Cross Cultural Communication | 20 | |
| 5. Social Responsibility | 10 | |

Course Description

Students will participate in a Business plan development workshop at the beginning of the semester. Following the workshop, students will work in teams over several weeks, under the guidance of a faculty member to develop a workable business plan for a business of their choice. The plans will be evaluated for their creativity, rigor and professionalism towards the end of the semester.

Learning and Teaching Structure

The course will be taught as a mixture of lectures and exercises. Important strategic concepts will be introduced via classroom lecture and discussion while the exercises will allow the student to gain knowledge of the practical aspects of creating a business plan

The class will be divided into groups. You will work in teams of five people. Each group will develop a business plan in an area agreed with the instructor. The group will present the parts of the business plan as homework in the class and submit a final complete business plan near the end of the semester. Some team activities will be performed as a group, such as determining the product or service. Other activities will be assigned to specific team members

| Assessment | % | Text and Materials |
|-------------------------------------|----|------------------------------------------------------------------------|
| Attendance | 20 | Title(s): BizPlanBuilder Express |
| Daily preparation and participation | 20 | Edition(s): 3rd Edition |
| Rocket Pitch | 20 | Authors: Burke Franklin, Jill Kapron |
| Final Paper | 40 | Publisher(s): Thomson South, Western (ISBN(s): ISBN-10: 0-342-42118-4) |

Course content by Week

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|-------|--------------------------------------------------------------------------------------------------|
| 1 | Course outline and Introduction to Business planning, Formation of business teams and positions. |
| 2-10 | Team adjustments for drop/adds, CEO progress meeting. |
| 11 | CEO meeting, Rocket Pitch. |
| 12-14 | CEO Meetings and Presentation rehearsal. |
| 15 | Final presentation |