

**BMG 85.5 Course Outline as of Fall 2011****CATALOG INFORMATION**

Dept and Nbr: BMG 85.5 Title: SMALL BUSINESS PLAN

Full Title: Small Business Plan

Last Reviewed: 4/4/2011

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	1.00	17.5	Lecture Scheduled	17.50
Minimum	1.00	Lab Scheduled	0	2	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.00		Contact Total	17.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 35.00

Total Student Learning Hours: 52.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: BMG 85E

**Catalog Description:**

This course covers the development and writing of a draft business plan. A business plan is a valuable management tool and is important when seeking debt or equity funding.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100; Course Completion of BMG 85.1 and BMG 85.2 and BMG 85.3 and BMG 85.6 and BMG 85.8

**Limits on Enrollment:****Schedule of Classes Information:**

Description: This course covers the development and writing of a draft business plan. A business plan is a valuable management tool and is important when seeking debt or equity funding. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100; Course Completion of BMG 85.1 and BMG 85.2 and BMG 85.3 and BMG 85.6 and BMG 85.8

Limits on Enrollment:  
Transfer Credit: CSU;  
Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>		Effective:	Inactive:	
<b>CSU GE:</b>	<b>Transfer Area</b>		Effective:	Inactive:	
<b>IGETC:</b>	<b>Transfer Area</b>		Effective:	Inactive:	
<b>CSU Transfer:</b>	Transferable	Effective:	Fall 1983	Inactive:	Spring 2017
<b>UC Transfer:</b>		Effective:		Inactive:	

**CID:**

**Certificate/Major Applicable:**  
Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Upon completion of the course, students will be able to:

1. Complete a company overview to communicate the start of a business or growth of an existing business.
2. Investigate and write about the marketing opportunities for the business including the competitive landscape.
3. Describe how to develop a management team.
4. Evaluate potential revenue and anticipated business costs to determine funding needed for starting or growing a business.
5. Complete financial reports and forms.
6. Write a professional executive summary.

### **Topics and Scope:**

1. Company overview of new or existing business
  - a. History
  - b. Present situation
  - c. Future opportunities
2. Market and industry analysis
  - a. Defining the customer
  - b. Products and services to be purchased
  - d. Determining the selling price relative to the cost of production
  - e. Transporting the product to market
  - f. Identifying when the customer pays for the product or service to determine cash flow
  - g. SWOT analysis (Strength, Weaknesses, Opportunities, and Threats)
3. Developing a management team
  - a. Key individuals to run the company
  - b. Qualifications needed for functional roles
4. Evaluating potential profits

- a. Establishing revenue
  - b. Determine business costs
    1. Fixed
    2. Variable
  - c. Funds needed for starting or growing a business
5. Completing reports and forms
- a. Balance sheet
  - b. Profit and loss
  - c. Anticipated start-up costs
  - d. Tax forms
6. Writing a professional executive summary to request funding
- a. Debt
  - b. Equity funding

### Assignment:

1. Written draft of business plan
2. Reading of approximately 40 pages per week in textbook
3. Completion of financial forms as part of the written business plan
4. Final exam

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Weekly written homework developing business plan draft

Writing  
15 - 40%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Written business plan draft

Problem solving  
15 - 40%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations  
0 - 0%

**Exams:** All forms of formal testing, other than skill performance exams.

Final exam: multiple choice, true false, matching, completion

Exams  
10 - 25%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation

Other Category  
10 - 20%

**Representative Textbooks and Materials:**

How to Write a Business Plan, by Michael McKeever, Nolo Press, 2009.