

CATALOG INFORMATION

Dept and Nbr: BMG 100 Title: ENT. BUSINESS PLAN
Full Title: Entrepreneurial Business Plan
Last Reviewed: 8/27/2018

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable
Grading: Grade Only
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly:

Catalog Description:
Create a professional business plan using a variety of tools and resources leading to the launch and success of an entrepreneurial venture.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: Create a professional business plan using a variety of tools and resources leading to the launch and success of an entrepreneurial venture. (Grade Only)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100
Limits on Enrollment:
Transfer Credit:
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:		Effective:	Inactive:
UC Transfer:		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. Define an industry focus for a venture.
2. Identify the type of business to be launched.
3. Develop a product line and services strategy.
4. Define the business model for the launch.
5. Conduct a feasibility and assessment of the venture concept and business model.
6. List various financial sources for startups and corporate ventures.
7. Complete projections for financial performance and other requirements for the venture.
8. Write the business plan.

Topics and Scope:

1. Industry focus
 - a. Perform personal ability assessment
 - b. Evaluate personal background for industry
 - c. Gather information from various resources
2. Types of business opportunities
 - a. Select an industry and type of business to investigate
 - b. Assess revenue potential
3. Factors affecting new product line or services
 - a. Legal and regulatory
 - b. Intellectual property
4. Feasibility as a tool
 - a. Research methodology
 - b. Customer value proposition
 - c. Strategic competitive advantage
5. Financing sources and issues
 - a. "Angel" investors
 - b. Venture capital firms
 - c. Early stage investors
6. Financial projections

- a. Sales forecasts
- b. Additional revenue forecasts
- c. Anticipated expenses
7. Writing the business plan
 - a. Detailed plan for raising startup and growth capital
 - b. Develop an extensive outline of all business plan elements
 - c. Draft a comprehensive business plan
 - d. Prepare final plan having reviewed, revised and edited the draft
 - e. Merge final business plan with final marketing plan

Assignment:

1. Prepare a written working draft and final draft of a business plan.
2. Reading of approximately 40 pages per week in textbook.
3. Create financial forecasts.
4. Create market analysis.

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.

Business plan and forecasts

Writing 40 - 50%

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

Financial forecasts and market analysis

Problem solving 40 - 50%

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.

None

Exams 0 - 0%

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

Class participation

Other Category 0 - 10%

Representative Textbooks and Materials:

New Venture Creation: An Innovator's Guide to Entrepreneurship, by Meyer and Crane, 2nd edition, SAGE Publications, 2013

