

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:

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:
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CSU Transfer:	Effective:	Inactive:
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UC Transfer:	Effective:	Inactive:
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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.