

COURSE OUTLINE

ENTR-104

Business Plan Development

3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

In this course the entrepreneur participates in a series of three modules that are critical components of a business plan. The entrepreneur will examine the industry that incorporates their business and will look at potential forces that may impact the success of their business. They will examine the customer base and competition. They will discuss how to produce revenue and growth and will examine the financial situation, with a projection of the company's financial future. Prerequisite: ENTR-102 (3 hours weekly)

Overall Course Objectives

Upon completion of the business plan development course, the entrepreneur will be able to:

1. Describe the environment or industry in which the business exists.
2. Create an ideal customer profile.
3. Analyze the business environment and determine the likely competition.
4. Analyze their business strengths, weaknesses, opportunities, and threats.
5. Discuss a revenue and growth strategy.
6. Analyze the income statement, balance and cash flow statement.
7. Evaluate the projected financial future.

Major Topics

I. Module One

1. Industry analysis
2. The ideal customer
3. Competition in the market place

II. Module Two

1. SWOT analysis
2. Building a strategy

III. Module Three

1. Putting together an income statement.
2. Creating a balance sheet.
3. Constructing the cash flow statement.
4. The financial forecast.

Evaluation and Grading

Summary evaluation will be based on the student/entrepreneur's oral presentation or written summary and documented progress towards building a business.

Other

This course is a Business elective. Entrepreneurs will use the Internet, various articles and textbooks in support of their research and development.